

Business Consulting with **EXPERTISE** in
Operational Excellence and Franchising



Designing Your Logo

Why do you need a logo?

Logos can have the same impact as a slogan or a jingle with the added benefit of visually making your company recognizable. Think of Nike and the “swoosh” instantly comes to mind. In 1971, Nike paid just \$35 for the “swoosh” yet paid millions in advertising to develop the brand. Your logo is just the first step in creating a successful brand.

Logos can come in all shapes, sizes & colours or even letters or words. It is important to find a logo that is simple and easy to recognize. Some logos incorporate the company name paired with a great slogan which can add up to a company that has great brand recognition and is easily remembered.

Logo Design - \$599

If you are starting a new business and are only looking for a great logo to represent your brand, you can start here. This program includes:

- **Number of Designs**

Up to 3 custom designed logos

- **Number Of Designs Revisions**

2 revisions of one selected concept. Any change or artwork proof after the first 2 revisions will be subject to an additional charge of (\$25 per change or proof)

- **Design Delivery**

7 to 10 days

- **File Formats Delivered**

Final designs will be bundled on a cd to include: AI, JPEG, TIFF, PDF & GIF formats

- **Copyright Transfer**

Legal transfer of ownership rights to logo artwork, applies only to finalized design. Other unselected logo design material remains the copyright and property of Tactical Approach and may be purchased for an additional \$150.00 per design

Business Package - \$849

The Business Package is a great starter package if you are looking to pull together your brand identity. This program includes the following:

- **Logo Design Package**

- **Business Card Layout**

- **Letterhead Layout**

- **Envelope Layout** - Standard Size or Specified

- **Presentation Folder Layout**

- **Email Footer**

- **Desktop Wallpaper**

- **Number Of Designs Revisions**

1 revision each. Any change or artwork proof after the first revisions will be subject to an additional charge of (\$25 per change or proof)

- **Design Delivery**

7 to 10 days

- **File Formats Delivered**

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- **Copyright Transfer**

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