



L O G O D E S I G N

LOGO DESIGN PROCESS

Please read below as it answers your questions and also advises what you can expect from Veit Creative.

- 1) PRICING** \$450 : Includes 3 concepts and 3 rounds revisions after initial mock-ups. A **deposit** (\$112.50) in an amount equal to 25% of the total estimated cost is requested prior to execution of the project. You own complete rights for final approved logo.
- 2) TURN-AROUND TIME** From receipt of your **deposit**, Veit Creative will begin the design process. Within 6 business days you will receive a PDF proof with 3 concepts for your review.
- 3) DELIVERY** Files sent to you via email. Once final logo is approved by you, you will be provided with a selection of various file formats for your use: Color and BW - EPS, TIF, and JPG.

L O G O Q U E S T I O N N A I R E

- 1) Exact name to be used in your logo?

- 2) A description of your business, product(s), service(s)?

- 3) Please provide more detail regarding your target audience.
(ex: demographics, geographic, social, salary range, business sector, etc.)

- 4) What style of logo do you require to reach your target audience?
(ex: high tech, contemporary, corporate, traditional, antique, industrial, cutting edge, funky, etc.)

- 5) Please state your creative strategy (pointers, ideas, or buzzwords)?

- 6) What do you want your logo to communicate to your target audience?

- 7) Do you have a vision statement or mission statement?

- 8) Is there a slogan for your company? If so, you wish it included in the logo?

- 9) Do you want your logo to include: text only, text and graphic, or graphic only?

- 10) Do you have any particular point of emphasis you want to see in the design?

- 11) Color preference(s)?

- 12) Font preferences(s)?

- 13) Do you have a website? What is the address if so?



WHEN COMPLETE

Please send your answers + payment to: rachel@veitcreative.com or
mail to: VEIT CREATIVE, 9531 STATE HIGHWAY 151, APT 5207, SAN ANTONIO, TX, 78251