



# Logo Design

## **The importance of branding**

A logo has to do more than just look nice; it should also function as the medium through which your audience understands your organization and what it stands for. A logo speaks volumes about your image, and is the most important element of your brand identity. It's the one thing that ties together all of your promotional materials, from your website to your business stationery. A good logo will provoke instant recognition and it will also stand the test of time.

## **A proven track record**

We have experience creating logo designs for a wide range of industries, from non-profit organizations to small businesses to larger corporations. For each design, we pour 100% of our effort and skills into creating a logo that is perfectly tailored to your vision and your industry.

## **A collaborative effort**

We take the time to listen to your ideas and get a clear understanding of what you would like your logo to represent. We will work with you to choose the style, fonts, and colors that will make your logo stand out. Our design team will then take these ideas and shape them into artistic and functional design concepts. After you select the design to go forward with, we will take the feedback you give us and refine the concept further. Once the final logo design is approved, we will prepare high-resolution master files in several formats that will allow you to use your logo on the web and for print work.