



Sharp Innovations, inc.

the internet marketing advantage™

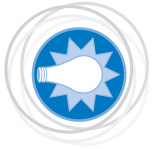
Logo & Identity Services

888.575.8977



sales@sharppinnovations.com





Logo Enhancement: This allotment will cover all of the following:

- Logo Enhancement – logo comps from one or more designers during the initial discovery pre-comp design stages for consideration.
- These logo comps will be enhancements to the current company logo, not completely new ideas. The goal for this service is improve the current client brand without forcing immediate marketing materials update to maximize current materials usage and offer maximum client cost-effectiveness.
- Revisions as needed until approved are included, unless completely new logo idea generation is desired then upgrade fees could apply to the Logo Re-development service (\$500 upgrade if needed).



PRICE FOR THIS PHASE - \$695.00*

* Printing, duplication or other production work is NOT included in this estimate. Sharp Innovations will be happy to recommend printing and production resources, if requested by client.

Logo Development: This allotment will cover all of the following:

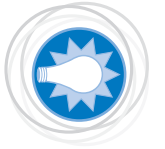
- For new and existing customers.
- Logo comps from multiple designers during initial designer competition (typically 8-12 initially). This will be a blend of new logo ideas as well as enhancements to current logo (if applicable) to offer a wide blend of creative opportunities to pursue.
- Client color scheme and brand position feedback for designer consideration would be obtained during the discovery phase.
- Client feedback to revise logos after preferred designer is selected.
- Final logo set is produced from top 2-3 logo finalists.
- Revisions until client acceptance is gathered for approved logo.

SRMAX - Logo Concepts

| | | | | | |
|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. | 2. | 3. | 4. | 5. | 6. |
| Concept 1 | Concept 2 | Concept 3 | Concept 4 | Concept 5 | Concept 6 |

PRICE FOR THIS PHASE - \$1,195.00*

* Printing, duplication or other production work is NOT included in this estimate. Sharp Innovations will be happy to recommend printing and production resources, if requested by client.



Identity Package: This allotment will cover all of the following:

- Development of business card design based on approved logo design.
- Development of letterhead based on approved logo design.
- Development of business envelope based on approved logo design.
- Note: Additional complementary items can be requested at a rate of \$95/hour.

PRICE FOR THIS PHASE - \$1,475.00*

* Printing, duplication or other production work is NOT included in this estimate. Sharp Innovations will be happy to recommend printing and production resources, if requested by client.



Additional complementary items such as brochures, postcards, posters and other print collateral can be requested at a rate of \$95/hour.

