



# VIVID PERSPECTIVE, LLC

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Your logo is an element designed to represent a company, organization, product or service.

You want your logo to be unique, and able to function in many different contexts and still retain its integrity. It should be effective whether reproduced small or large. It should maintain its integrity if produced in full color, black and white, and on various printing materials. It must represent the brand or company appropriately.

A logo can be designed in various ways that include:

- **Logo Type** - Wordmark or lettermark, which is text or abbreviated text
- **Icon** - A symbol or brandmark
- **Slogan** - A description of the company

Color - is important to logo design and brand recognition but also must maintain the integrity of the design. Colors such as red, are attention grabbers, and especially useful with designs that will attract a driver's attention when on the freeway. Subdued tones such as blue or silver, can communicate dependability or quality. Be sure that the colors you have chosen are going to convey the image, or feeling you want to communicate.

When designing (or commissioning) a logo, practices to encourage are to:

- avoid being excessive in an attempt to be unique
- use few colors, or try to limit colors to spot colors (a term used in the printing industry)
- avoid gradients (smooth color transitions) as a distinguishing feature
- produce alternatives for different contexts
- design using vector graphics, so the logo can be re-sized without loss of fidelity
- be aware of design or trademark infringements
- include guidelines on the position on a page and white space around the logo for consistent applications across a variety of media (a.k.a. brand standard manual)
- do not use a specific choice clip-art as a distinguishing feature
- do not use the face of a (living) person
- do not use photography or complex imagery as it reduces the instant recognition a logo demands
- avoid culturally sensitive imagery, such as religious icons or national flags, unless the brand is committed to being associated with any and all connotations such imagery may evoke.

Typefaces are another important aspect to determine. Never use more than two.

Once you have decided what type of logo you want the colors you would like to use, and the typefaces that you feel appropriately fit your image, as well as any pictures or preliminary sketches of your idea, you can then move ahead with commissioning your design. The more information you can give to the designer, at the beginning, the more accurate and punctual the design will be. Changes are usually at an extra charge, so being clear about what you want is important.

Basic image design will be billed at the rate of \$30.00 per hour, with a basic logo design cost of no less than \$200.00.

Because of the various options that can be considered here, end cost of the design depends on the number of colors used, materials printed on, and printing costs, if needed.

Schedule an appointment for a free consultation, and basic estimate.

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