



WHAT MAKES  
A GREAT LOGO?

NEW MEDIA • ADVERTISING • PRINT



Every business, product or service requires a logo as the cornerstone of their marketing and advertising efforts. It could also be said that because of this importance, designing an effective business corporate logo requires talented design specialists who also possess real-world practical experience. That would describe the staff from **designtype** - a team of logo designers who are true masters in graphics and corporate identity design.

**A highly effective** mark becomes a symbol of your company image, and demonstrates your attention to detail whether it's used on your website, advertising or letterhead design. You need design experts to walk you through the sometimes painstaking process of corporate identity design, and then apply the 'look and feel' of your new image to your business materials through effective graphics integration and brand management.

Creating an effective identity for your company, product or service is more than slapping some text on a pretty picture. It is the distillation of your company's identity, personality and uniqueness into a dynamic and memorable image that will remain timely for years to come.

**We are up to the task.**

Once we embark on the initial logo drafts, we will get to know a little more about you. Your company. Your business philosophy.

We are part of the birth of your new business logo. Doesn't it make sense that this awareness is utilized in the design of the next step of your corporate makeover – your stationery, packaging and advertising – rather than employing the services of, let's say, someone else?

Every collateral piece is designed just like your logo, using our creative experience, technical knowledge of the processes involved, and cost-cutting techniques that many printers don't want you to know.



**YOUR NEW LOGO HERE.**

## WHAT MAKES A GREAT LOGO?

**Uniqueness** – logos should be able to stand out as completely 'yours'.

**Timeless** – Few years hence, and we've got lots of people stuck with out of date designs.

**Gimmick Free** – Special filters - drop shadows, glows, lens flares - are usually applied, by inexperienced designers, to logos that are 'missing something'. Trouble is, what the logo is generally missing is any design concept and integrity.

**Adaptability & Portability** – logos need to be adaptable to every occasion and while a draft may look 'pretty', any design gimmicks would render your logo impractical for many of uses.

**Scalability** – When using your logo, you'll need to be able to use it small. Real small. Postage stamp size. Or BIG.

**Colour** – Secondary during design. Critical during implementation. The choice of colours are extremely important.

## Exclusive designtype workflow for branding and visual identity projects.

- a. **Initial briefing and draft designs** (7 business days or sooner) delivery.
- b. **Concepts and creation** of your logo design (design can be 1 or 2 spot colours or 4 colour process). This is determined on the initial briefing.
- c. **Design revisions and edits** to the selected preliminary logo of your choice. The number of revision cycles must be dictated by good design and marketing judgement.
- d. **Full file format bundle of your logo.** Once logo is approved, our package includes all industry standard formats for print media, web and office files. These logo formats come on a properly labeled master CD.
- e. **Stationery design and packaging.** What better way to promote your new logo than a fresh new set of stationery, graphics standard manual and advertising collateral?



**LOGO DEVELOPMENT FEE:**

**Please call for details.**

In order to ensure that we meet your creative and budget expectations, final cost will be based on briefing, timeline and type of logo projected for your branding.



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