**2023 Logo Design  
Procedures & Expectations**

**Price**: **$499/logo**, one-time charge. Includes 2 versions to pick from and 2 revisions prior to final approval. Additional changes will result in an increased charge at $100/hr.

**Turnaround time**: 10 business days from Creative Labs receiving order.

**Process**:  
1. Rep/Nicole enters order into Personify and bills full amount of $499, up front.

2. Rep provides customer with Jotform link (<https://form.jotform.com/91344771216961>)   
to explain what they want for the logo (text, colors, elements, style, etc.).   
Submitted form goes to Steve, Rick and Coordination (via customwebdesign email).

3. Coordination assigns job to Design.

4. Design, following the instructions in the Jotform, provides a first draft,   
which includes 2 logo versions.

5. Coordination proofs 2 versions to client and asks them to pick one with 2 rounds   
of changes allowed. **Additional changes beyond this would result in an increased charge.**

6. Customer must approve logo via email.

7. Once customer approves a logo, Design will provide the logo in the following formats: JPG, PNG,   
PDF and EPS.

8. Coordination mails logos to customer.

**Personify code:**Creative\_Services (one-time fee code with open pricing)