

# The top-notch logo.

BECAUSE YOU DESERVE A LOGO THAT TAKES YOU PLACES.

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Your logo is the face of your business and it represents who you are as a company. Whether it's on a business card exchanged in the boardroom or the homepage of your website, a great logo makes an impact. **Have confidence in your brand.**

Consumers form a first impression of a brand's logo within **10 seconds** *(make it count!)*

**71%** of consumers who have had a good social media service experience with a brand are likely to recommend it to others.

## With Nomatik you will get:

- ✔ **A fresh and original logo that you are passionate about**  
Choose from 3 customized design concepts developed based on your specific needs. We work together to polish the chosen concept to perfection.
- ✔ **A robust logo package**  
Bursting with all the logo versions you will ever need. This includes all colour variations (colour, black and white, Pantone, etc.), file formats (EPS, JPEG, PDF etc.) and fonts.
- ✔ **A tailored brand style guide**  
Clear instructions so that you can maintain brand consistency wherever your new logo is displayed.
- ✔ **Eye-catching social media profile images**  
Bolster your brand with an online presence! Includes cover & profile photo on any social media platforms you use to promote your business.



# The itinerary.

HOW WE'LL REACH THE TOP.

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## Plan

(Week 1)

### Initial Meeting

Let's talk about your logo! We will analyze your current logo, if you have one, and determine your new branding goals. Wherever you want it to go, we'll get you there.

### Research

This is where the groundwork is laid for an impressive logo. This time includes:

- Accessing your feedback and goals
- Getting to know your target audience
- Analyzing your competitors
- Brainstorming and sketching out ideas

## Design

(Week 2-3)

### Customized Design Concepts (3)

Developed based on research discoveries and inspired by your feedback, Nomatik will deliver 3 original logo design concepts for you to choose from.

## Refinement

(Week 4-6)

### Decision & Revisions

After you decide which design concept you love best, we will work together to carefully refine it to completion. Included are 2 rounds of revisions.

### Perfection

Time to hit the road with your new logo! Nomatik will deliver your logo package, brand style guide and social media images.

## Investment

Total . . . . . \$1500 + gst

**+ free business card design**

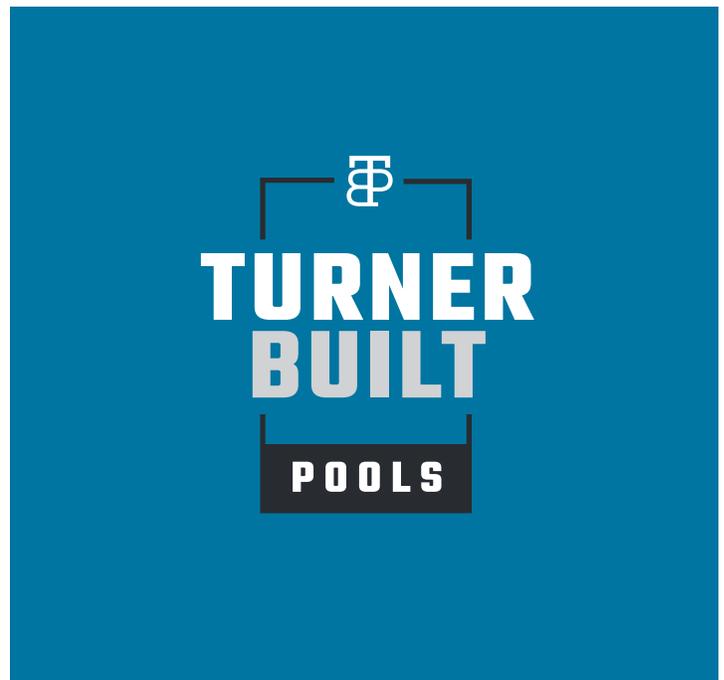
Paid in two installments, 50% before work begins and remaining 50% upon completion of logo as outlined in the steps above.

Any additional time required outside of the steps above will be billed at a rate of \$90/hour.  
Weekly timeline can shorten or lengthen depending on rounds of revisions, client response time and other factors.

# Mission accomplished.

A SAMPLE OF SUCCESSFUL SUMMITS.

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# The guide.

A LITTLE ABOUT STEPH.

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**8+**  
years experience

**25+**  
logos created

**35+**  
websites crafted

**100+**  
happy clients

So you need a logo but you don't know where to start? You don't have a lot of time so you're looking for someone who can provide a clear path and also do most of the work. With over 8 years experience as a graphic designer in the public and private sector and a trail of satisfied clients behind me, **I'll make it easy for you.**

## Education

### Certificate of Web Design

British Columbia Institute of Technology, Vancouver BC

### Graphic Media Design Diploma

Pacific Design Academy, Victoria BC

## Experience

**Graphic Designer**, Granville Entertainment Group, Vancouver BC

**Senior Designer**, Studiothink Design Agency, Surrey BC

**Graphics Coordinator**, City of Richmond, Richmond BC

**“Easy. Professional. Engaging.”**

Tanya Colledge, BC Transplant