

A good logo is one of your
company's most valuable assets –

are you treating it that way?

Your company's image is a strong link to your customer. Quality representation in print and on the web is critical. Proper artwork management is the key.

The frequency of poor quality reproduction from using the wrong art file is surprisingly high. This can damage your brand and undermine your marketing efforts. Often those responsible for a company's image don't have access to proper artwork or the necessary information about what file should be used.

To eliminate this problem ViewSource Media Inc. supplies a full set of high quality electronic files with descriptions so you'll always know which file to use. This will ensure that your company is represented in the best possible way. It will increase your marketing effectiveness and help build a strong, recognizable brand.

We can do an analysis of your existing artwork and give you an estimate for achieving a better image or we can develop a new image with all the artwork and support you'll require.

Contact us to see how ***we***
can make ***you*** look better!



www.viewsource.ca

Logo and Brand Packages

Please note that any of these packages can be altered to suit the needs of each client. We would be happy to answer any questions you may have regarding the development of proper logo standards or about a package specifically designed for your company. Prices will vary depending on the overall marketing parameters of each company.

Existing Logo

For companies that already have a logo but require a full set of high-quality working art files.

A common problem in recreating your logo in different applications is not having the proper artwork. Your company's image suffers from poor quality representation of the brand. ViewSource Media will clean up your existing artwork and supply a full set of files for use in all media.

Level 1 - \$250 +

Full set of artwork files

Production will be billed at \$75/hr.

Upon completion, the client will receive:

- a full set of color, black and white and gray scale files for use in all standard applications including printed materials, large format output, website and presentation use

Note: artwork times will vary depending on complexity of logo design and quality of existing files. Send a sample of your existing logo artwork for a quote.

Level 2 - \$500 to \$1,500*

Artwork files (as per Level 1 above)

PLUS file usage specifications and descriptions

Upon completion, the client will receive:

- a full set of color, black and white and gray scale files for use in all standard applications including printed materials, large format output, website and presentation use
- description of colour variations and their appropriate uses
- detailed colour specifications and samples for all media
- file descriptions and usage guidelines

New Logo Design

For companies that require the development of a new logo or require an update to an existing logo.

ViewSource Media will work with you to design a new image for your company. We will supply all required artwork and support information for using your company's logo to ensure that you get the most from your marketing efforts.

Level 1 - \$500 to \$3,000*

Client supplies information about company and any preferences for imagery and colors to be incorporated.

Upon completion, the client will receive:

- two rough design concepts
- one set of artwork changes
- a full set of color, black and white and gray scale files for use in all standard applications including printed materials, large format output, website and presentation use

Level 2 - \$1,500 to \$5,000*

Client meets with ViewSource designers for a full analysis of company needs including effective image creation to properly position and promote the company with consideration for logo use over time, client needs and expectation, reproduction considerations, etc.

Upon completion, the client will receive:

- three or more rough design concepts
- artwork revisions until client is satisfied (within maximum 15 hours production time)
- a full set of color, black and white and gray scale files for use in all standard applications including printed materials, large format output, website and presentation use
- brand specifications
- description of colour variations and their appropriate uses
- detailed colour specifications and samples for all media
- file descriptions and usage guidelines
- a standard stationery package design consisting of letterhead, business card and envelope

* Due to the variation in project specifications, these prices are guidelines only. Please contact ViewSource Media for a more detailed and accurate quote.

Full Brand Package -

(contact ViewSource Media for a consultation and quote)

Our purpose in the development of a branding package is to help you better communicate your company's message.

Your message must compete with all the other companies vying for your customer's attention. You need the necessary tools to ensure that your message stands out. It needs to be clear and consistent throughout all of your marketing efforts. ViewSource Media will work with you to design and develop a distinctive voice for your business message.

Graphic design is a significant element in your marketing and, as with any other resource, maximum benefit will be derived through careful implementation. It's all about the coordination and consistent application of the essential elements of your business image to reflect your current strategy and market environment.

During development of a brand package you'll meet with ViewSource designers for an analysis of your company's overall needs. We will discuss effective image creation to properly position and promote the company with specific consideration for logo/brand use over time, competing companies image, client needs and expectations as well as all brand reproduction methods.

Upon completion, the client will receive a full set of artwork files for printing, computer presentations, large format displays and web usage with instructions for proper use in all areas. You'll also receive full specifications for logo/brand use on building and vehicle signs, ad layouts, color and font families, report layouts, presentation layouts and general web site design concepts.

You will end up with a complete set of guidelines for ensuring that brand integrity is maintained through all company marketing and promotion efforts and that a strong and recognizable brand is developed over time. ViewSource will also be on hand for advice on any supplier issues with regard to proper use of the brand.

When you are satisfied that the branding is complete, your company will have all of the necessary tools to implement your new brand strategy in the marketplace.

Samples of ViewSource Developed Brands

