Custom Logo Package

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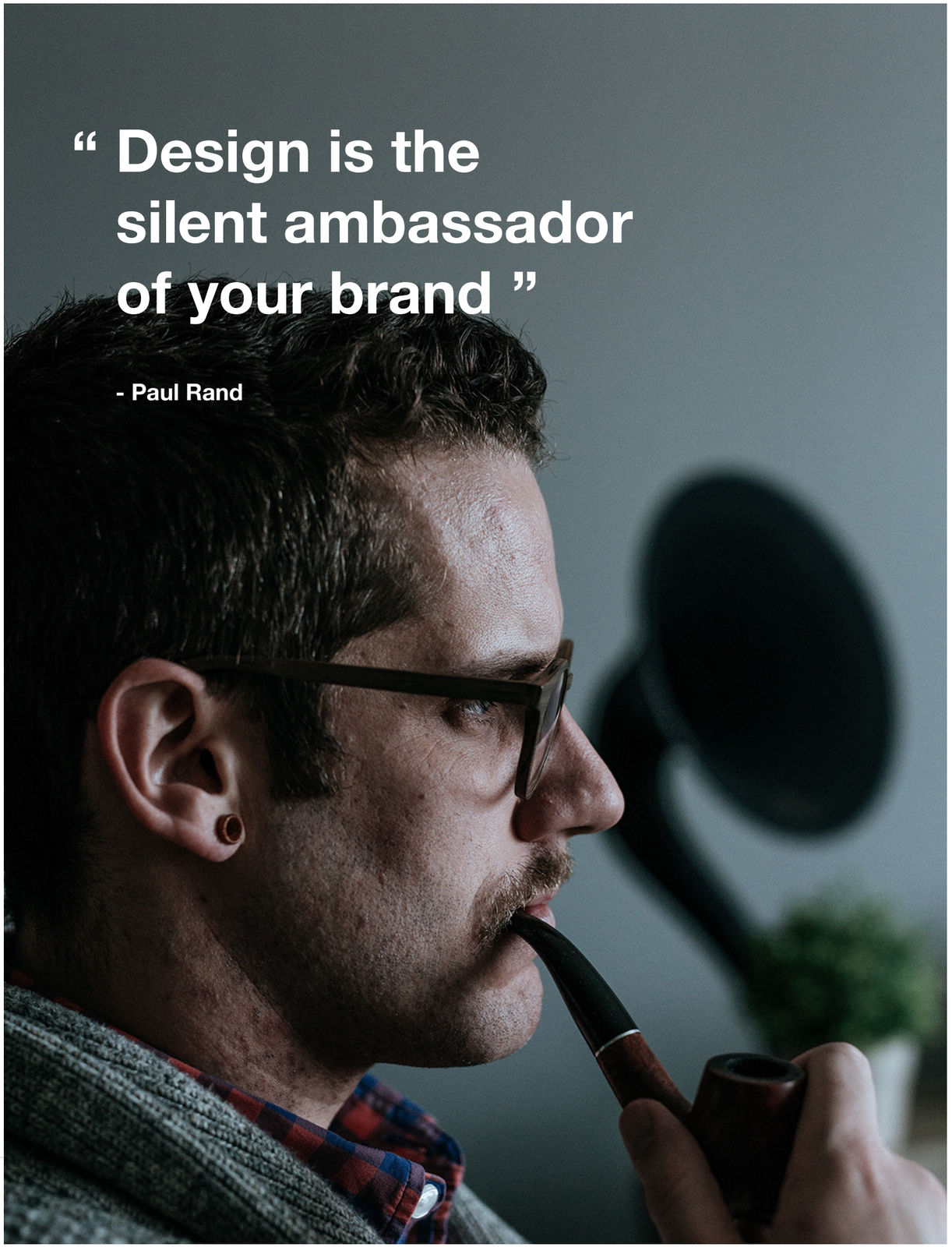
Why Branding?

A well-maintained brand is like good hygiene for your business - it shows your clients that you care.

People unconsciously make snap judgements about what they see, which can - for better, or for worse - affect their impressions of a company. A well-executed brand can influence these perceptions in positive ways and give your company a positive first impression.



Logos and Brands - What’s the Difference?

Whether you’re looking for an iconic representation of you and your company, or a complete overhaul of your visual identity, we can help you.

First, it is helpful to distinguish the difference between a logo and a brand. A **logo** is a graphic or typographic mark that represents your brand. This includes your company name, and often - but not always - an emblem or a graphic mark.

A **brand** is everything that represents your company. It is “the ‘sum total’ of all of the experiences, impressions, and knowledge a person has about your product, service, or organization.” Included in a brand is everything from the tone of the language you use, to the colour pallete, and to the feelings your brand tries to evoke in your clients. A *logo* is a key aspect of brand identity, but it is not the only aspect of a *brand*.

What's Right for You?

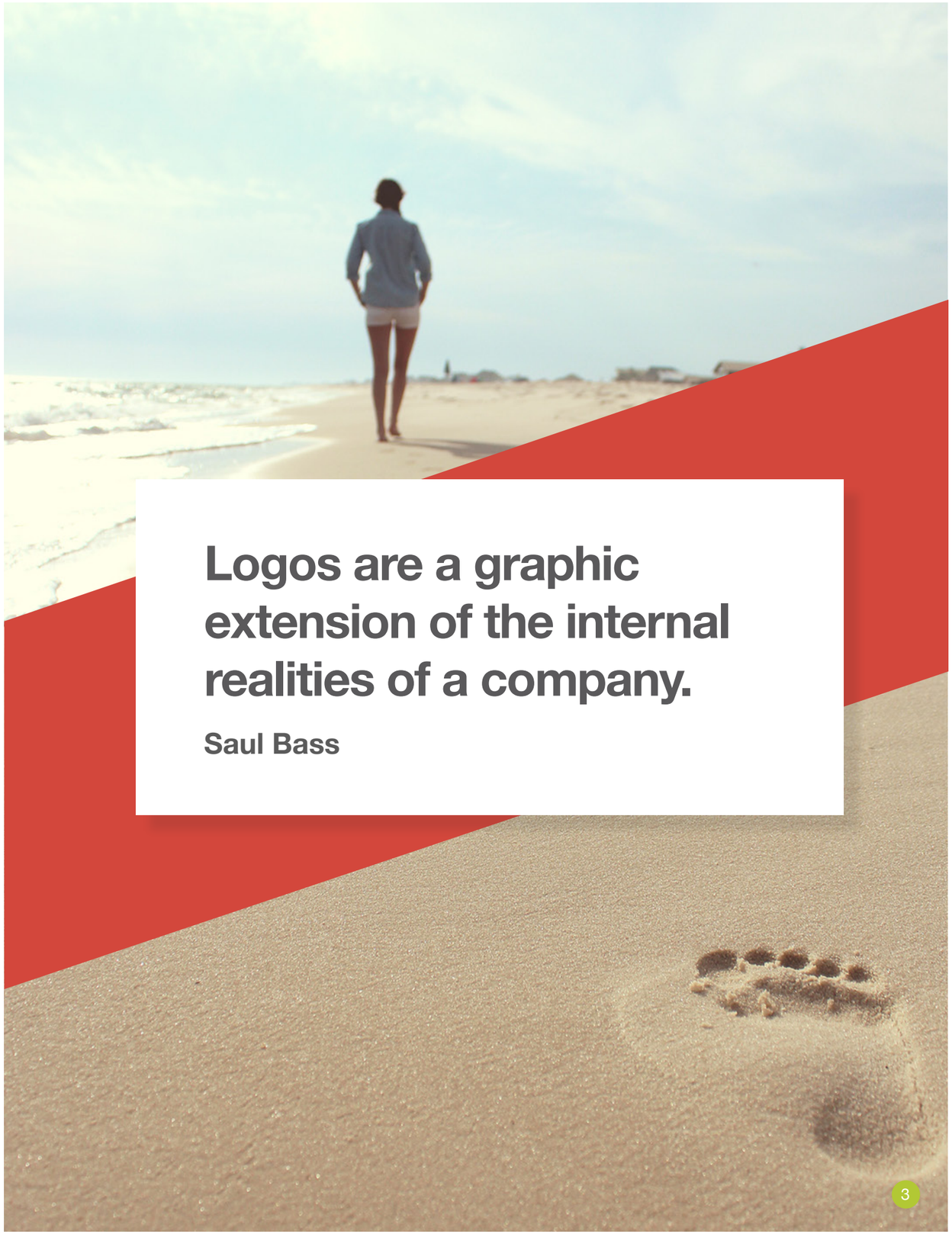
Properly representing your business can be a challenge. There is a lot to weigh before investing in a custom logo:

- Do I have a solid understanding of how I want to represent myself and my brand? If yes, a logo is the way to go. If no, a simple, clean wordmark will do until you can figure things out.

- Do I already have a logo, but need to refine what was designed years ago? If yes, a custom logo is a great way to add polish and professionalism to your brand.

- Do you have additional marketing materials? If so, you will want to consider how your new branding will impact those materials or if you are missing any key materials that should be developed at the same time.

Brochures are an excellent way to showcase your brand



Logos are a graphic extension of the internal realities of a company.

Saul Bass

Our Custom Logo Package

Our custom logo package is tailored to those that have a vision of how they want to present themselves, and want to personalize their brand.

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What's included?

- All print ready design files
- 1 half-hour consultation
- 3 Custom designed logo options
- 1 round of revisions to an option of your choice
- One version of the premium logo in colour to match your brand
- Your logo delivered in all file formats needed for future web and print needs, including .eps, .png, and .jpg
- A brand guideline package including colour codes, fonts used*, and best practices.

The Fine Print.

* We provide information on which fonts are used, but not the fonts used. Cient is responsible to purchase fonts if they are needed in other marketing materials.

** Additional revisions outside of the scope above will be charged at our hourly rate.

Our Creative Process

1. Initial Consultation

We begin the process by meeting with you to discuss your goals. We will go over what is important to you including how you want to represent your company visually. Our designer will discuss your likes and dislikes, and give examples of work to get a better understanding of what you are looking to achieve.

2. Mockup Phase

This is where the creative energy starts flowing. Our designer will start working on the ideas discussed during the initial consultation. Once completed, we will provide you with 3 logo concepts. At least one of these concepts will be based on your ideas, and the other two will either derivatives of that concept, or an exploration of another concept.

3. Second Consultation

We meet again to discuss the 3 options provided by your designer. At this stage we will either move forward with refining one of the concepts, or choose a concept.

4. Refinement

Your Designer will refine the agreed-upon logo based on the second consultation. After this phase, we will provide the refined logo and either move on to the deliverables phase, or purchase more custom hours, if needed.

5. Deliverables

We now provide you with a logo package that will include any files that will cover any sort of future web or requitements you may need.

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Make Your Mark.

Get in touch with us today to see how we can make you stand out.

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