Stubblefield
DESIGN & CREATIVE

LOGO DESIGN & BRANDING

Logo design and branding are vital to a company's identity. Logo design creates a unique and recognizable symbol for the company. Branding shapes the overall image and perception of a business. Together, they build a memorable presence, foster customer trust, and set the business apart from competitors.

TIMELINE
4 – 6 weeks

DELIVERY
You will receive a Dropbox link to download the final files, which will be available for 30 days. After that period, the files will be archived and no longer accessible.

GET STARTED

	ESSENTIAL STARTING AT $2,000	PLUS STARTING AT $4,000	PREMIUM STARTING AT $6,000
Discovery Call	✔	✔	✔
Design Brief	✔	✔	✔
Color Palette	2 – 3 colors	3 – 4 colors	4 – 6 colors
Number of Initial Concepts	2	2	2
Number of Revisions	2	2	2
Logo – Primary	✔	✔	✔
Logo – Primary with Tagline	✘	✘	✔
Logo – Secondary	✘	✔	✔
Logo – Secondary with Tagline	✘	✘	✔
Logomark (Symbol)	✘	✔	✔
Logotype (Wordmark)	✔	✔	✔
Favicon	✘	✘	✔
Brand Pattern	✘	✘	✔
Typography Files	✔	✔	✔
Brand Guideline Sheet	✔	✔	✔
Brand Guideline Packet (Multi-page)	✘	✘	✔
Logo Color Variations	Black, CMYK, PMS, RGB, White		
Logo File Formats	AI, EPS, JPG, PNG, SVG		

(Column header "PLUS" is marked MOST POPULAR)

LOGO DESIGN WORK

HECK–ANDREWS HOUSE
EST. 1870 • RALEIGH, NC

NC REALTORS®
HOUSING
FOUNDATION

XCHANGE '19
NC REALTORS®

NC REALTORS®
global
network

100 NC REALTORS®
1921 — 2021

NC REALTORS®
CONVENTION & EXPO
October 16 – 19, 2022 | Cherokee, NC

mobilemondays

R4R
KY • NC • SC • TN
REGION 4 REALTORS®
CONFERENCE & EXPO

BUILDINGBRIDGES
That Last 100 Years

CE at Sea
NC REALTORS® CRUISE

NORTH CAROLINA
WORKFORCE HOUSING
SPECIALIST

lrm
LIA ROSS MEDIA

FAIR HOUSING Academy

ONE
Vision·Community·Voice

RJ²™

NC REALTORS® GIVES BACK

SP✦RK
NC REALTORS® Women's Conference

NC REALTORS®
STATE of ★★★★★
REAL ESTATE

REDEFINED

FAITH POINT
FELLOWSHIP

WE OPEN DOORS

TOGETHER WE
RISE

FAQS

What's included in your logo design and branding packages?
The details on each logo design and branding package can be found here. Every design is custom-made and completely original.

Can you redesign an existing logo?
Yes. We offer logo redesign services for businesses looking to update or refresh their current logo. We will work with you to maintain the essence of your existing brand while giving it a modern and impactful look. We will need a compiled folder of your current branding assets to get started.

How much does a logo design and branding package cost?
The cost of each logo design and branding package can be found here.

Is the logo design and branding package pricing negotiable?
No. Our logo design and branding package pricing reflects the expertise and value we bring. We invest significant time, creativity, and skill to craft unique, impactful designs that ensure your brand stands out. Negotiating on price would compromise the quality and dedication we commit to delivering exceptional results for your company.

What methods of payment do you accept?
We accept a variety of payment methods to accommodate your preferences, including Visa, MasterCard, Discover, American Express, Apple Pay, PayPal and ACH. Payments must be made online through the emailed QuickBooks invoice. We require a 50% deposit of the total project cost upfront. The remaining balance is due before we deliver any final work files.

How long does a typical branding project take?
The typical branding project takes between 4 – 6 weeks.

What if I need my branding faster than 4 – 6 weeks?
For tight deadlines, we apply a rush fee to cover extra time, effort, and resources needed to meet your timeline without compromising quality. The fee is based on project's urgency, scope, and our current workload. We'll provide a transparent breakdown before proceeding, so you can make an informed decision.

What is the process for your logo design and branding?
Our logo design and branding process starts with a Google Form and a discovery call to understand your business and design needs. We then research your industry, target audience, and competitors, and develop initial logo concepts. These concepts are shared for your feedback, and we make revisions based on your input. Upon your final approval, we prepare the logo in various formats and create a brand guideline based on your package level. The final deliverables are sent to you via a Dropbox link.

What is a discovery call?
A discovery call is an introductory session that allows us to learn about your business, understand your design needs, and explore how we can help you achieve your goals. It's a casual conversation where we can discuss your vision, answer questions, and see if we're a good fit for your project.

What if I need more design concepts and revisions?
The number of design concepts and revisions are outlined in the logo design and branding package. Additional design concepts and revisions will incur an additional fee.

What file formats will I get?
The file formats for each logo design and branding package can be found here.

Will I have copyright ownership of the logo design/brand?
Yes. Once the final payment is received, you will have full ownership of the logo and all branding materials. We will provide you with all the necessary files for both print and digital use.

Do you offer additional design services to support branding?
Yes. We offer a variety of design services including print design, digital design, event collateral, and publication design.