

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 Google Drive 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

MOST POPULAR

	ESSENTIAL \$2,000	PLUS \$4,000	PREMIUM \$6,000
Discovery call	✓	✓	✓
Design brief	✓	✓	✓
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 (wordmark)	✓	✓	✓
Logotype	✗	✓	✓
Logo color variations	Black, CMYK, PMS, RGB, White		
Logo file formats	AI, EPS, JPG, PNG, SVG		
Typography files	✓	✓	✓
Color Palette	2 – 3 colors	3 – 4 colors	4 – 6 colors
Favicon	✗	✗	✓
Brand Pattern	✗	✗	✓
Brand guideline sheet	✓	✓	✓
Brand guideline packet (multi-page)	✗	✗	✓

LOGO DESIGN WORK



HECK-ANDREWS HOUSE
EST. 1870 • RALEIGH, NC



NC REALTORS®
HOUSING
FOUNDATION



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



mobilemondays



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That Last 100 Years



CE at Sea
NC REALTORS® CRUISE



NORTH CAROLINA
WORKFORCE
HOUSING
SPECIALIST



NC REALTORS®
GIVES BACK



WE OPEN
DOORS



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 Google Drive link in the client portal.

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.