

LOGO creation

::stage one

CONCEPT DEVELOPMENT

Need a logo and want to see a variety of concepts for what it could look like? Our Concept Development Services are exactly what you're looking for. Once you've completed our Logo Development Worksheet, we'll assemble a team of talented designers best suited to your project and desired style. Most often, concept development engages the skills of ii team members from all across the country, each with a unique approach and method. Some may first sit down at their computer, others will doodle on a napkin in one of our design lounges, while some may let their ideas form during a game of Foosball in the lobby. A variety of concepts will soon start to take shape and each designer will focus on developing their top three ideas, submitting them for your consideration. The end result is a collection of concepts which act as the springboard for your logo!

Will you be submitting your new logo for Trademark registration? Now is the time to tell us! INDUSTRYimages has partnered with Trademark professionals who will be able to point you in the right direction and make sure the development of your logo does not conflict with existing registered Trademarks.



INVESTMENT

\$500/creative team member involved:

Each designer contributes three concepts and provides the first round of revisions to one concept.

Concepts are generally a little 'rough around the edges', as they are intended to convey an idea for the direction your logo can take. Often, a finished logo is the product of a combination of elements from more than one concept, which is the beauty of the development process. Once the first round of revisions are complete, your logo project moves into the next stage, during which design time (if required) is billed by the hour and revisions take place under your direction.

::stage two

ESTABLISHED CONCEPT TO FINISHED LOGO

Once you have an established concept, either as the result of our Concept Development process, or if you have an established concept of your own at the onset of the project, our design team will further develop and polish the logo to ensure maximum impact. This process often involves multiple colour combinations and employing a variety of subtle design techniques to ensure your logo stands out in a crowd.

➤ INVESTMENT

\$90/hr:



::stage three

FORMATTING AND FILE PREPARATION

Once your logo design is complete, you have the option of having it converted into multiple variations and having them burned to a CD. This process ensures you have full colour as well as black & white versions of your logo as high-resolution bitmaps, web-resolution bitmaps and vector formats. We can also provide you with a full breakdown of the colour palette used to create your logo as RGB, CMYK and Pantone® values.

➤ INVESTMENT

\$90/hr:

This option is highly recommended for anyone who plans to use their logo in multiple mediums (such as packaging, offset print, digital printing, t-shirts, online, newspaper, etc) and who want to promote consistency from one appearance of their logo to the next.



::TRADEMARK REGISTRATION

It's important to protect your investment and brand integrity by applying for trademark registration. Working with our Trademark Registration partner is easy and once the process is complete, you will have an added level of security to defend your logo and use thereof. Lets us know if you'd like more details about this process and we'll put you in touch with our Trademark Registration partner, Croll & Co.

WHO IS CROLL & CO.? Croll & Co. is a Canadian trademark firm comprised of an experienced group of professionals, specializing in domestic and international trademark clearance, management and protection, as well as domain name and copyright related matters.

WHY SHOULD I FILE FOR FORMAL TRADEMARK PROTECTION?

The result of registering your trademark will be your company's monopoly over the brand in association with the products and services in which you use it. In addition, you will avoid the possibility of an expensive legal dispute should a third party register the trademark before you do. A well researched, planned and executed IP strategy can also significantly increase the value of your company.

➤ **TYPICAL INVESTMENT:**

- Brand clearance searches: \$250 to \$500
 - Canadian trademark registration: \$1500 to \$1800
(made in three payments over approximately a 1 year period)
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CONTACT INFORMATION:

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