

EMILY MORGAN
creates

LOGO DESIGN PACKAGE



EMILY MORGAN *CREATES*

Thank you for choosing Emily Morgan Creates to support the development of your brand identity. My objective is to design a logo that not only reflects your vision, but also helps you and your business advance your long-term goals.

A logo extends far beyond a simple visual mark — it often serves as the first point of contact with your audience. For that reason, it is essential that we create a design that effectively communicates your brand's values with clarity and intention.

In addition to expressing who you are, a well-crafted logo distinguishes you within your market. Together, we will create a mark that is both memorable and strategically aligned with your brand's future.

LOGO DESIGN PROCESS

Stage 1: Discovery Call & Questionnaire

First step, let's chat about what you're looking for in your logo design! We can set up a phone/zoom call to go over the design direction, timeline, pricing and anything else. I will also send over a logo design questionnaire for you to fill out before the call to get a good sense of the project.

Stage 2: Research & Brainstorm

Next, I'll dive into research—exploring your brand, your industry, and initial design ideas—to begin shaping the creative direction. From there, I'll create a curated mood board that includes logo inspiration, color palette concepts, and potential font options. This step ensures we're fully aligned on the overall look, feel, and direction before moving into the design phase.

Stage 3: Logo Design Concept

Now the design work begins. I'll explore a variety of sketch ideas and visual directions to develop a logo concept that aligns with your goals and best represents your brand.

Stage 4: Your Feedback

After sending you the logo design concept, you will give me any and all feedback you have!

Stage 5: Final Logo Design

After receiving your feedback, I will finalize the logo design and create the secondary logos to help create your logo design package.

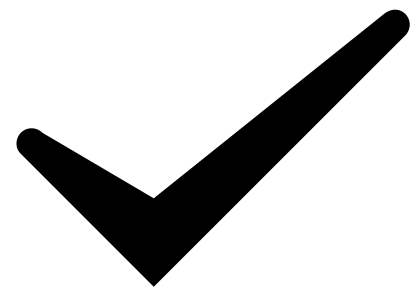
Stage 6: Mock-ups & Presentation

Once the logo design is finished, I will put it on relevant mock-ups which will help you see what the logo will look like in real life! As well as create a logo design guide that will consist of: full-color logo (main version), grayscale logo, logo to use with a color background, small version of your logo to use as a favicon or icon, RGB colors, CMYK colors, HEX codes (for web design), and fonts.

Stage 7: Logo Files

Lastly, I will send over all the needed logo design files through a google drive link! If you need more logo files in the future, feel free to reach out whenever!

LOGO DESIGN PACKAGES



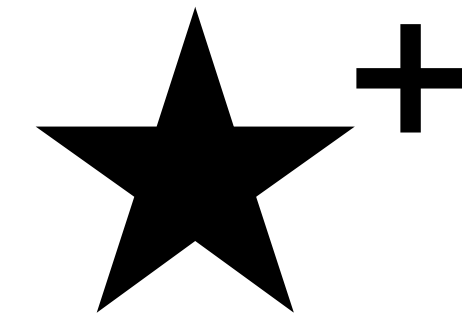
Standard Package: \$2,000

- Mood board
- Logo design concept
- One round of revisions
- Primary logo and secondary logo
 - Color pallet and fonts
- Presentation and mockups
 - Logo files



Premium Package: \$2,500

- Mood board
- Logo design concept
- Two rounds of revisions
- Primary logo and secondary logos
 - Color pallet and fonts
- Presentation and mockups
 - Logo files



Premium Plus Package: \$3,000

- Mood board
- Two logo design concepts
- Three rounds of revisions
- Primary logo and secondary logos
 - Color pallet and fonts
- Presentation and mockups
 - Logo files

Standard Package: \$2,000

Price Breakdown/Schedule:

- Retainer Payment = \$500
- Mood board = \$100
- Logo design concept = \$500
- One round of revisions = \$300
- Primary logo and secondary logo = \$300
- Color pallet and fonts
- Presentation and mockups = \$200
- Logo files = \$100

if client wants to pay in a different schedule, we can discuss that on the discovery call!



Premium Package: \$2,500

Price Breakdown/Schedule:

- Retainer Payment = \$500
- Mood board = \$100
- Logo design concept = \$500
- Two rounds of revisions = \$600
- Primary logo and secondary logo = \$500
- Color pallet and fonts
- Presentation and mockups = \$200
- Logo files = \$100

if client wants to pay in a different schedule, we can discuss that on the discovery call!



Premium Package + : \$3,000

Price Breakdown/Schedule:

- Retainer Payment = \$500
- Mood board = \$100
- Logo design concepts = \$900
- Three rounds of revisions = \$700
- Primary logo and secondary logo = \$500
- Color pallet and fonts
- Presentation and mockups = \$200
- Logo files = \$100

if client wants to pay in a different schedule, we can discuss that on the discovery call!



WHAT'S NEXT???

After filling the Logo Design Questionnaire and signing the Logo Design Onboarding documents, you will receive a moodboard/design direction document via email!

After receiving the moodboard, please provide any feedback regarding the design direction and logo design inspiration. And then we will get to creating the perfect logo for you!

If you have any questions, please feel free to shoot me an email at emilymorgancreates@gmail.com

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