



Logo month terms and conditions.

Terms and Conditions - Smokeylemon Limited

The logo month prices will be applied to every client that has signed the document and made the deposit before 31 October.

Logo Suite:

The client must supply us with a file we can re-produce the logo from, it can be a photo if required. We will re-create the existing logo from this file, a proof version will be shown, and once signed off we will package the final files and send to the client by email.

We will do our best to duplicate the colours, fonts and scale, but reproduction may not always be 100% depending on availability of fonts.

We will provide the client with the following files: .pdf, .jpg, .png

Any design changes requested to be made to the logo may incur additional costs.

Logo Refresh:

There will be a brief consultation with our designer to determine the client's requirements, a moodboard (a board of example logos, colours, fonts and general styling to ensure the designer is inline with the clients expectations) will be created and sent to by email. Feedback will be taken at this point and concepts created.

Once a concept has been chosen, three revisions of the logo can be reworked, beyond those three revisions the job may incur additional costs.

A colour palette and font list will be chosen for the brand.

Once a final design has been signed off our designer will package up the following files: .pdf, .jpg, .png, .eps and send by email.

Logo Design:

There will be a consultation with our designer to determine your requirements, expectations and establish a solid understanding of the business.

A moodboard (a board of example logos, colours, fonts and general styling to ensure the designer is inline with the clients expectations) will be created and shared with the client, feedback can be given at this point and that is used to start the conceptual design.

Concepts will be developed into a final concept/s and presented to the client.

Colour, fonts and imagery will be finalised and included in final proof.

Once a concept has been chosen, three revisions of the logo can be reworked, beyond those three revisions the job may incur additional costs.

Once the final development design is signed off, all formats will be produced, a multipage style guide will be produced including the following:

Colour Palette: CMYK, Pantone and RGB colour breakdown

Typography: Breakdown of fonts used and their proper usage, kerning, tracking and font weight examples

Layout: Proper layout and spacing usage guidelines for logo

Examples: Examples of brand elements or style

All logo files are packaged up and sent to the client.

Everyone high fives!

File types:

.jpg - This is the standard image format, can be used for most things but is generally not good enough for print or signage.

.png - This is like a jpg, but it is able to be transparent, we use this for websites mostly.

.pdf - This is a scalable format used for all kinds of print and signage

.eps - This is a scalable format, some print or signage companies use these