



Logo Design FAQs

HOW MUCH DOES A LOGO DESIGN COST?

- My design rate is \$100/hour. I bill in 15 minute intervals — meaning, if I spend an hour and fifteen minutes on a project, I only charge for that time — versus an entire two hours.
- A typical logo design usually takes anywhere from 6-10 hours (and can take less time or longer depending on the amount of revisions).

HOW SOON CAN I EXPECT A FINISHED LOGO DESIGN?

- I usually require a two week minimum notice to begin the logo design process. The entire design process usually takes no longer than one week. However, there are varying factors involved such as scheduling availability, client feedback and the amount of requested revisions.

HOW DOES YOUR LOGO DESIGN PROCESS WORK?

- I'll send you a detailed logo design questionnaire to fill out.
- I start by designing a couple of black and white logo design options for initial review. I do this so that the design itself remains prominent. Too many times, people get caught up on color when the main focus should be on the design itself. In addition, a good logo design should be able to stand on its own as a one-color logo. For instance, many real-world scenarios require cost-effective, one-color, prints for t-shirts, signage, etc., so it's important that your logo looks good in a very basic form.
- Once a black and white logo has been selected and all revisions have been made, I will introduce color by providing the chosen logo in a variety of color schemes.
- As soon as a colored logo has been selected and approved, I will finalize the logo for production. This simply means that I will save out a wide variety of file formats (such as .ai, .eps, .svg, .psd, .tif, .jpg, .png) in Pantone (PMS), CMYK and RGB—accounting for both print and web scenarios.

WHAT IF I DO NOT LIKE THE LOGO DESIGN?

- If you do not like the design, you can cancel the project at any time. I do require payment for all time spent up until the time of cancellation.

DO YOU HANDLE TRADEMARK AND COPYRIGHT PROTECTION?

- I do not handle filing trademark or copyright protection with the United States Patent and Trademark Office. I highly suggest that you consult with a trademark attorney if there are any questions or concerns regarding your brand name prior to starting the logo design process as well as any filings once the design is complete.

View samples of my work at www.jenstreet.com.

If there are any additional questions, please email me directly at design@jenstreet.com.

I LOOK FORWARD TO WORKING WITH YOU!