



# LOGO DESIGN PRICING & DELIVERABLES

Thank you for considering McGrogan Design for your new logo,  
I'm honored to help - Please see our options & pricing below:

## THE FULL PACKAGE

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### 1 Custom Designed Logo

Full color, reverse color, all black, all white  
delivered in EPS, PNG, and JPG file formats.

### 1 Brand Mark

Typically a condensed version of the main logo,  
think of just the Swoosh without the word Nike.

### 1 Style Guide

A handy PDF with colors, fonts, spacing direction  
and useage rules.

### Social Assets

A branded cover photos and profile photos  
sized for up to 3 social platforms.

### Unlimited Revisions

We will continue working through the design process  
until we both agree on a logo that we both love.

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**\$1600**

## LOGO & BRAND MARK

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### 1 Custom Designed Logo

Full color, reverse color, all black, all white  
delivered in EPS, PNG, and JPG file formats.

### 1 Brand Mark

Typically a condensed version of the main logo,  
think of just the Swoosh without the word Nike.

### 3 Revisions

Initial concepts will have 3 sets of major revisions,  
small tweaks are fine.

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**\$1000**

## JUST A LOGO, PLEASE

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### 1 Custom Designed Logo

Full color, reverse color, all black, all white  
delivered in EPS, PNG, and JPG file formats.

### 3 Revisions

Initial concepts will have 3 sets of major revisions,  
small tweaks are fine.

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**\$800**

Again, thank you for thinking of McGrogan Design for your logo design project.  
Please reach out with any questions - [ryan@mcgrogandesign.com](mailto:ryan@mcgrogandesign.com)

**Terms:** The Client shall be notified and shall approve any and all materials before finalizing the project. The Client shall have permission to accept the work and request revisions if needed.  
The Client agrees to pay McGrogan Design in full within 30 days of the delivery of the logo assets. **A non-fundable \$100 deposit is required to begin work.**