

WHAT'S INCLUDED:

The logo design deliverables will include common file types: large .jpg, small .jpg, .eps and .png in full color and black/white versions. Also, included with a logo design is a print-ready version of a letterhead and a print-ready version of one business card design.

WORDMARK LOGO

A "wordmark" logo is a distinct text-only typographic treatment of a name. Wordmarks logos are commonly used by law firms, universities, corporations, clothing retailers and publications.

A strong option if:

- Your business has a long name
- You're a new business and want to build name recognition
- You have a distinct business name

EXAMPLES

KESSLER LAW LLC

Lash&Goldberg LLP

KANEN | LAW FIRM
ATTORNEYS AND COUNSELORS AT LAW

WORD+LETTERMARK LOGO

This will be a wordmark logo with a lettermark graphic. A "lettermark" is a typography-based logo that is composed of a few letters—usually a company's initials. The lettermark is all about simplicity.

A strong option if:

- Your business name is long and needs an option for a stand-alone abbreviation still within the branding
- Your business name in a font alone likely won't be distinct enough to capture the nuance of your brand
- You'd like to enhance the branding and personality of your business

EXAMPLES

 **CLLUDMER**
A LAW CORPORATION


JACOBSON LAW P.A.

 | **MARKHAM**
LAW FIRM

WOULD YOU LIKE A CUSTOM **ICONIC** LOGO INSTEAD?

We'd be happy to setup a free 30-minute consultation and discuss an estimate for your dream logo!

Jacob Hurley Account Executive

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