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Professionally Designed Logo Package for \$399

Why should I choose SymbolX Design?

SymbolX Design is in the business of creating high quality, low cost logo designs for small businesses. We have over thirty-five years of experience and the expertise to create a logotype that's specifically targeted towards your business. One that's affordable, practical and gets you noticed.

What do I get for my \$399?

You get a top-notch logo design, along with a print-ready, stationery package that includes the designs for a letterhead, #10 business envelope, and business card. These items will be supplied to you on a CD, with color outputs of each, and a jpg of your logo for your use. SymbolX Design can also provide you with competitive prices for printing your business stationery.

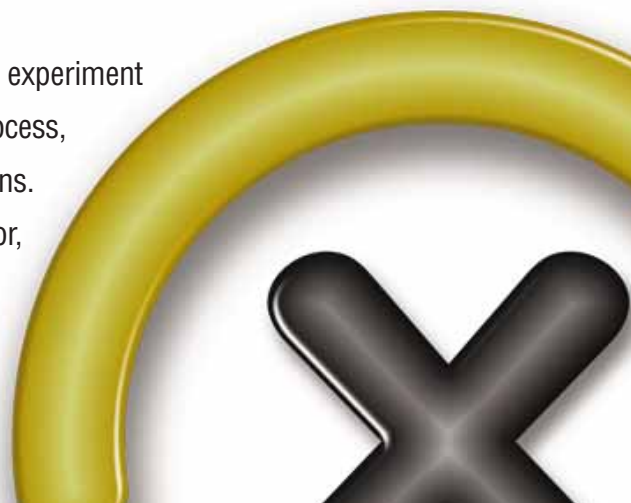
How does the logo design process work?

First, we require a \$100 deposit to get started. If for any reason you are not satisfied with our service, we will refund your deposit.

Second, we talk with you to learn about your business. We ask questions about your competition, your target market— questions we feel are important to help formulate a solid design direction.

Third, we create 2 to 3 logo concepts and email them to you. These designs will be in a PDF form and can easily be viewed using Adobe Acrobat Reader. If you don't have this software, you can download it free of charge from the Adobe web site (www.adobe.com— click on "Get Adobe Reader"). Our email will also include a brief statement to support our design decisions. We would be happy to discuss this with you on the phone to answer any questions you might have. After you've taken the necessary time to review your choices, you now make your final decision.

We now enter into the final stage of refinement. This is where we experiment with such things as color, typefonts, shadows, etc. During this process, you will be given an opportunity to make a series of 2 to 3 revisions. Colors tend to vary a little from the proof you view on your monitor, to the printed proof we send you. To resolve this problem, we



will send you several color swatches you can use to make your final color selection. This takes place after we have discussed color and agreed on a basic color direction. When you are completely satisfied the color and design tweaks, and given your final approval, we begin the layout of your stationery package. This entire process normally takes about 2-3 weeks depending on your approval time.

When is my final payment due?

After you have signed off on your logo and stationery package. Now having received your check for \$299 (plus \$31.92 sales tax on the entire \$399), we ship you your CD. That's it! You're ready to start enjoying your new logo. For added peace of mind, we archive your files to protect against the lost or destruction of your CD. You should make a copy of the CD so that you have a backup as well.

Will I have all I need to get my stationery printed?

Yes, you will now have the CD with all the necessary files your printer needs to print your stationery. Give your printer the CD, along with the outputs we sent you of your letterhead, #10 envelope and business card, and the Pantone color swatch(es) you selected earlier. The swatch(es) allow your printer to accurately match color(s) while your stationery items are still on press.

Can you take care of the printing for me?

Yes, but an additional fee of \$50 is required for this service. The service includes dropping off your files and outputs to the printer, returning to review proofs of each piece before printing, and coming back once more to do a final color match on press. When the printing is done, we have your completed stationery shipped to your door (*only local shipping is included*).

If you have additional questions, please feel free to call us at 585-266-8262 or send an email to Bryan@SymbolXDesign.com. We appreciate your consideration and hope you select us for the important task of designing your company logo. We wish you much success.

Sincerely,

A handwritten signature in blue ink that reads "Bryan Hyde". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Bryan Hyde
SymbolX Design

P.S.— Recommend us to a friend and we'll send you a check for \$20 if your referral leads to a sale.