

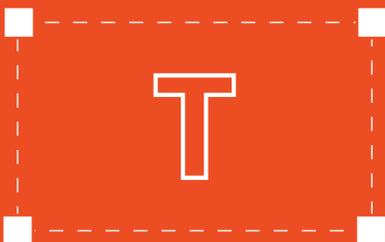
# THE 'JUST RIGHT' LOGO YOU DESERVE



Like in the fairytale Goldilocks with the three bears' tasting their porridge, there's a "just right" when it comes to creating and paying for a new logo. Sure, you can scour the plethora of websites offering freelancers around the world at prices as low as \$5 to mastermind your beloved company a new identity.

But rather than leave it to chance and the hope to find someone who intimately understands your vision, you'll be much better off enlisting a team who specializes in bringing brands to life through a strategic, thoughtful design approach. While it's not brain surgery, there is a bit of science to creativity. And we've found clients who understand and become part of this process with us end up the most satisfied.

## The Right Approach in Developing a Logo



### LISTEN

Before we ever put pencil to paper in the sketchbook, our strategist and designers listen to the client. We listen to their vision, their challenges, their aspirations and yes their favorite colors.

### FIND THE HOOK

Words still do matter. We make sure to find a company's differentiator. We put into words what you do best, which becomes the inspiration for our designers. Without the blueprints, you can't build the house.

### ALLOW TIME TO EXPLORE

Great logos don't magically appear. Designers need to spend time exploring their concepts. Creativity takes patience. Trial and error. Sometimes you have to get through the bad to get to the one good. Fast drive-throughs are for burgers, not logos.

### GET IT RIGHT IN BLACK + WHITE

There's nothing like seeing your logo in all its full color glory. But it has to work in black and white first. The true test of a solid logo...embroidery!

### BRING IN MORE GREAT MINDS

Greatness doesn't happen alone. The more ideas the better. Every designer brings their style and sensibility to a project. We love giving clients more options - from the safe zone to wildly spicy.

StudioMax adheres to these best practices and doesn't charge an arm and 2 legs to deliver the highest quality creative. We believe there is a happy medium, a just right in time and budget spent for one of the most essential elements of your brand. We value our talents and know we will create an original logo you won't find anywhere else.

## BEFORE + AFTER

**Who:** Besnard Insurance  
**What:** Logo Refresh



**Who:** Core RX  
**What:** Logo Refresh

