



## \$575 | LOGO DESIGN

*Much like the event stationery we design on a daily basis, we approach logo design with the same branding principles in mind. That is, to create a simple but impactful mark or design concept that will leave a lasting impression. Our logo design package includes the following:*

- INITIAL CONSULT
  - BRAND Q+A
  - RESEARCH
- LOGO DESIGN {AT LEAST 2 INITIAL CONCEPTS}
- UP TO 3 COMPLIMENTARY PROOFS FOR FINE TUNING
- STYLE GUIDE {1 PAGER THAT INCLUDES TYPOGRAPHY + COLOR PALETTE}
- DESIGN FILES DELIVERED IN .AI, JPG, PDF AND IN BOTH FULL COLOR AND B&W

## CUSTOM DESIGNED ADD-ONS

*With a solid foundation in place {new logo, color palette and typography} we can apply your brand identity to all collateral and digital materials for a cohesive branded look. With the knowledge that every business has uniquely different ways to market we have prepared a list of design and print options available à la carte:*

- BUSINESS CARD  
*design only or design/printed cards*
- LETTERHEAD  
*printed or in Microsoft Word*
- NOTECARDS + ENVELOPES
- FLIERS, BROCHURES, ETC
- BRAND PACKAGING
- SOCIAL MEDIA BANNERS + PROFILE IMAGES
- WEBSITE CONCEPT DESIGN
- CUSTOM ARTWORK



# HAMILTON GRACE EVENTS

*Kieshia Bailey of Hamilton Grace Events had just launched her event planning business when she sought out Paper Daisies to help her flesh out her brand identity and create a logo.*

## HAMILTON GRACE EVENTS

*logo option #2*

*colors*



LILAC



PLUM



MERLOT



CEMENT

*fonts*

*abcdefghijklmnopqrstuvwxyz*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxyz*

HAMILTON *grace*  
events



HAMILTON *grace*  
events



# LITTLE CHEF IVY

*As a budding chef with big opportunities on the horizon (Masterchef Junior contestant) Ivy and her parents were ready to launch her new website. They enlisted Lisa, owner of Paper Daisies Stationery, to help them in creating a logo and overall brand identity.*

*Knowing that Ivy was just 11 at the time, Lisa went with a more whimsical approach to the overall design. Using a photo she was able to create an image of Ivy for the logo and added in her signature fedora hat. She used bold colors to match Ivy's big personality and she mixed in a loose script to to mimich a younger handwritten quality.*

## LITTLE Chef IVY

### COLORS



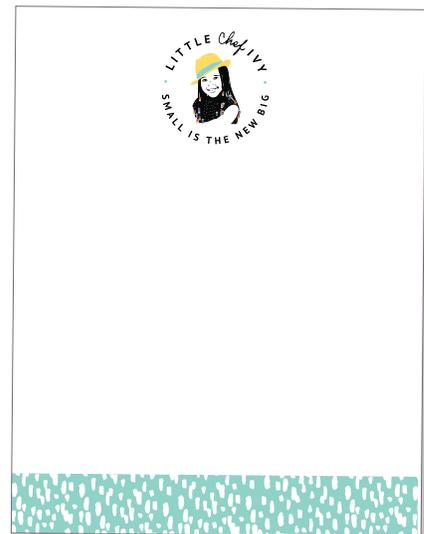
### FONTS

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ



LITTLE Chef IVY



# WERDESHEIM LAW FIRM

*Pete Werdesheim of Werdesheim Law Firm was in the process of forming his own company when he reached out to Paper Daisies for help with a logo. Through a series of Q&A we learned what was important to Pete - not only his preferences but also what he wanted to project as a new owner. We also took a look at the local market.*

*We designed the logo and typeface using a deep navy color. We added in a hint of copper for a rich contemporary feel while maintaining a solid foundation with the square shape and block fonts. Along with a logo we designed an announcement, business cards, letterhead and note cards.*



WERDESHEIM  
LAW FIRM



WERDESHEIM  
LAW FIRM

color PALETTE



navy



coin

typeface DIDOT + MRS. EAVES CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

business CARD

