



**DESIGNED FOR THE SMALL OR STARTUP BUSINESS SEEKING A STRONG VISUAL IDENTITY ON A MODEST BUDGET, O<sub>2</sub> BY GRAPHOS IS A COMPLETE LOGO DEVELOPMENT SOLUTION.**

We've streamlined our industry-leading process, proven over more than a decade and a half of creating powerful identities for top brands, to deliver the things smaller clients need the most. From start to finish, GRAPHOS' legendary quality control and attention to detail are ensured by your brand management expert.

**With O<sub>2</sub>, you get:**

Two meetings with a GRAPHOS branding expert

*(One consultation and one presentation meeting – total of six 15-minute units)*

Two unique logo design concepts tailored to your product or service and market.

Revisions to the selected logo design

*(three 15-minute units)*

**All for \$1,995 plus GST**

---

**A-La-Carte Options:**

**Additional unique custom logo concepts**

*(available only in addition to O<sub>2</sub> purchase)*

**\$595 each**

**Business Card**

Your choice of two unique custom layouts

Revisions to selected layout (two 15-minute units)

**\$250 plus GST**

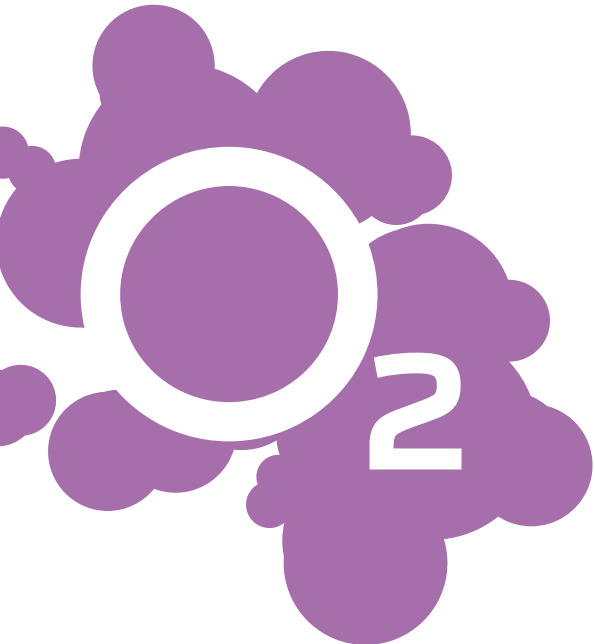
**Business card printing (per name):** 250: **\$150** 500: **\$200** 1,000: **\$250** - plus GST

*Costs are for digital printing on 10 pt. coated stock, full colour one side. Ask your GRAPHOS brand management expert about spot inks, specialty papers and printing techniques.*

**MyLogoGuide**

This 1-page guideline sheet is based on the comprehensive Identity Manuals GRAPHOS creates for its larger clients, and offers important information to be followed by anyone who uses your new logo in creating signage, print collateral or web design. A must-have for brand consistency!

**\$145 plus GST**



**CONTRACT** (Please fill in)

.....  
**Brand name for logo development:** \_\_\_\_\_

**Contact name:** \_\_\_\_\_

**Legal business name:** *(Hereafter referred to as "the client")*  
\_\_\_\_\_

**Full Business Address:** *(Including street address, city, province, and postal code)*  
\_\_\_\_\_  
\_\_\_\_\_

Client to supply a completed O2 questionnaire prior to initial meeting via e-mail or fax. The client understands that the deliverables provided by GRAPHOS are limited to those outlined below. Identity concepts are highly subjective by nature and though every effort will be made to achieve a professional and satisfactory result, GRAPHOS makes no guarantee that any concepts presented will satisfy the client's personal tastes. GRAPHOS reserves the right to outsource work in order to achieve timely completion. Additional work to that included within the scope of this contract is billed in 15-minute units at a rate of \$30 per unit or part of a unit.

**Deliverables:**

The client will receive two unique, custom-designed logo concepts, presented in full colour. If additional logo concepts are purchased, these will be added to the initial two. Final logo artwork will be supplied in both vector EPS (for printing and signage) and JPEG (for web) formats. Artwork is provided electronically one time at no extra cost - subsequent archive recovery and transmission cost is \$60.

**Ownership of artwork.**

Title to artwork and ownership of copyright to only the selected logo artwork is transferred to the client only upon payment in full for all work authorized and performed. In the event of a partial payment, GRAPHOS retains full title, copyright and intellectual property rights to all work it has created. GRAPHOS reserves the additional right to show any concepts, whether selected by the client or not, on its physical and interactive portfolios and in proposals submitted in the pursuit of any future business.

**Terms of payment:**

50% deposit payable prior to commencement of work. Balance due in full prior to transfer to client of artwork files. Deposits are non-refundable.

.....  
**Payment by (check one):**

Cheque  VISA  MasterCard  American Express

Card Number: \_\_\_\_\_ Expiry Date: \_\_/\_\_/\_\_

Name as shown on card: \_\_\_\_\_

.....  
**O<sub>2</sub>: \$1,995 + GST** Additional items purchased (please list): \_\_\_\_\_

at \$ \_\_\_\_\_ +GST.

**Total cost: \$** \_\_\_\_\_

**Due upon signing (50%)** *The client agrees to pay the full remaining balance upon presentation of logo concepts.*

I hereby authorize GRAPHOS to charge the sum of \$ \_\_\_\_\_ to my credit card as described above. Future payments will be charged to same card upon completion of work as described above.

**Requested completion date** *(min. 3 weeks):* \_\_\_\_\_

**Authorized signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_