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Dear Friend:

Thank you for your interest in my logo service. I have spent over 40 years creating award-winning promotions for individuals and major corporations. I'm sure I can create a logo that will distinguish your enterprise from the competition and burn your image in the mind of your prospects. Unlike many others who operate on the Internet, I never use clip-art or "do-it-yourself" logo creation programs. Every design I propose is original and based on your needs and desires as described in the Logo Profile.

I want your design to fulfill all your expectations. Please use this easy, one page form to **completely describe** the design you expect to receive. My incredibly low fees are only possible if we communicate fully and accurately from the very beginning. Fax or e-mail the form back to me. In about 48 hours you will receive an e-mail with as many attached sketches as I believe we need to fully develop your concept. At this point, you can call me and discuss the work or respond via e-mail. I will value your input and help you fine-tune the design to your complete satisfaction. At this point you can also request that I take a new direction with your logo. Again, you must accurately and completely describe that direction. Please be specific in your requests. It's impossible for any designer to respond to a request such as "just make it nicer."

Some clients don't like to give direction. They think it will stifle my creativity. **PLEASE, don't be shy!** If you have seen a design you particularly like, please send it along or direct me to it on the Internet. No, I won't copy it, that would be unethical, but it will help me better understand your expectations. You can even choose elements from several designs. For instance you might say; "use the font from design A and the colors from design B."

The more direction you provide, the faster and better your design will evolve. Some clients expect their designer to continue to show them new examples until they see something they like. Major corporate ad agencies and design firms will frequently agree to this practice. Of course, they bill upwards of \$100,000.00 for a single identity package. This is rarely a successful strategy for the entrepreneur. Entrepreneurs' design projects need to be viewed as **a collaboration between the client and the designer**. The success of your project is equally dependent on your ability to express your desires and your designer's ability to execute.

Thank you again for your interest in my service!

Sincerely,

A handwritten signature in black ink that reads "Richard Nodine". The signature is written in a cursive, flowing style.

Richard Nodine

LOGO PROFILE

name:

company name:

city/state/ZIP code:

phone:

day ()

evening ()

fax:

day ()

evening ()

e-mail address:

I need a logo for:

a company

a product

a brand

a club

a charity

a department

a school

a practice

other

We provide:

List primary products and services.

We typically serve:

individuals

wholesalers

retailers

corporations

donors

members

governments

other

The age range of

0-5 years

6-12 years

13-16 years

17-21 years

our target market is:

22-45 years

46-65 years

66-75 years

76+ years

Our company *(brand, line or organization)* **is superior to our competition because:**

The elements you must include in my logo are:

(name, slogan, visual element)

I prefer a logo similar to:

(List logos you have seen

Attach examples or websites

if possible.)

Payment for your service will be through:

eBay auction

please send a PayPay invoice payable with any major credit card

please send a standard invoice which I will pay prior to the delivery of service.

signed

date

PLEASE FAX YOUR COMPLETED FORM TO (415) 625-9868