

**Momentum Network**

"Business Coaches & Trainers — Building Your Top Line!"

www.MomentumNetwork.com

**Logo/Identity Package**

In signing this document, you are verifying your intent to have a logo/identity package created by Momentum Network, Inc. For Momentum Network, Inc. to begin the creation process of Logo/Identity Package we will need a signed copy of this Letter of Intent, the deposit check, and the questionnaire. The deposit will be cashed upon submission of the job

Date: \_\_\_\_\_

Name (Authorized Decision Maker): \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

E-Mail: \_\_\_\_\_

Cost

Identity Package	\$1,790.00
<b>Deposit</b>	<b>\$600.00</b>

Logo Only	\$990.00
<b>Deposit</b>	<b>\$550.00</b>

Please read the attached documents carefully, initial each page, and sign below.

I, \_\_\_\_\_, verify that on the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_ I have read the Momentum-PrintLabs process documentation and agree to Momentum Network, Inc. creating my Logo/Identity Package.

\_\_\_\_\_  
Signature of Applicant

Card Type: \_\_\_\_\_ Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

(If deposit will be paid via Credit Card)

Initials: \_\_\_\_\_

## **Logo/ Identity Package Overview**

The following materials and digital files will be provided upon completion of an identity or logo development project.

The **Identity Package** includes the following:

- **Professional Printing CD (Mac Format)**
    - Adobe Illustrator EPS Logo
    - Adobe Illustrator EPS Templates for, business card, letterhead, envelope, and mailing label
  - **PC CD**
    - Color: JPG and GIFF
    - Black and White: JPG and GIFF
  - **Color Printouts of All Files**
    - Including Actual PMS color Swatches for Printer Reference
- 

The **Logo Only Package** includes the following:

- **Professional Printing CD (Mac Format)**
  - Adobe Illustrator EPS Logo
- **PC CD**
  - Color: JPG and GIFF
  - Black and White: JPG and GIFF
- **Color Printouts of All Files**
  - Including Actual PMS color Swatches for Printer Reference

Initials: \_\_\_\_\_

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### Logo/ Identity Package Process

The client needs to fill out, sign and submit the identity questionnaire, letter of intent, and the 30% deposit to Momentum Network, Inc. prior to beginning actual creative process.

Upon receipt of the above materials, a member of Momentum-PrintLabs will review the questionnaire, assign a creative lead to the project and schedule a conference call to collect more information about the company and their ideas.

*All proofing and revisions throughout the process can be done digitally and discussed over the phone unless in the Dallas market. Physical (color printed) proofs can be provided, but the project schedule will be revised and vary based on shipping and review time.*

Logo or Identity Package	14 Day Cycle
Initial Conference Call	1 Day
You Identify Logos You Like	2 - 5 Days
Initial Logo Concepts	3 - 5 Days
Finalized Logo Design	5 - 7 Days
Paper System Concepts	3 - 5 Days

Momentum-PrintLabs will provide you with initial concepts based on the questionnaire and the discovery conversation in the first round of designs. You are permitted 2 rounds of revisions to these concepts. At that point we select a final mark to be used as your identity and proceed into the design of your paper system. You will receive layouts of your business card, letterhead and envelope designs. Once again you are allowed to adjust these designs 2 times. Once we've reached a final design, your mailing label will be set up to match and we will discuss production options with you.

*\* Revisions made beyond the two round limit will be billed at \$75/hr in 30 min.  
increments with a minimum of 1hr.*

Complete and Fax this form to : 415-789-1115

Initials: \_\_\_\_\_

Phone: (415) 789-8900

[Sales@Momentum-Mail.com](mailto:Sales@Momentum-Mail.com)

Fax: (415) 789-1115