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Ancra Cargo / Mascot Illustrations, Logo & Style Guide

NOVEMBER 21, 2024



## INTRODUCTION

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### About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Five offices – VB. RVA. DC. NYC.
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – [Chocolate Chip Cookies](#)

### Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

# LOGO DESIGN AND STYLE GUIDE

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## Logo Creation

Our team of designers will create a set of logo designs for your review. Feedback and rounds of revisions will be given until you are satisfied with the end result. Once completed, all variations of the final logo will be produced and provided to the client. (Full Color, Single Color Black, Single Color White, and Reversed Versions). Also a full set of file types for each - Vector EPS, JPG and Transparent PNG files.

## Style Guide

Once the final logo is approved, we will create a Style Guide document, detailing the logo's web hex # colors, fonts, etc. Also correct ways in which to use the logo, in regards to spacing, non-distortion, etc.

This guide will help anyone who needs to utilize your logo to know the best-practices for its use, ensuring brand-consistency.

# PRICING SUMMARY

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<b>Mascot Illustrations</b> <i>(Including 5 Poses)</i>	<b>\$5,280</b>
<b>Logo Design using New Illustration</b>	<b>\$3,500</b>
<b>Style Guide</b>	<b>\$1,220</b>
<b>GRAND TOTAL</b>	<b>\$10,000</b>

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Thank you for the opportunity to submit a proposal. We look forward to working with you!

Accepted by:

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Client

\_\_\_\_\_  
Date

\_\_\_\_\_  
Studio Center

\_\_\_\_\_  
Date

Estimate valid for 10 days from 11/21/24

## THANK YOU!

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Point of Contact:

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