

THE LOGO LAUNCH KIT

A practical guide to planning, pricing, and commissioning a logo that helps your business look credible from day one.

Inside this kit

- The seven expensive logo mistakes to avoid
- A clear logo package and pricing guide
- The questions to ask before hiring a designer
- A one-page project brief worksheet
- The file formats every business should receive

What a strong logo must do

A useful logo is not decoration. It is a compact business tool that helps the right customer recognise, remember, and trust you.

01

Identify

Make it clear who the business is and create a recognisable visual signature.

02

Differentiate

Give customers a reason to remember you instead of confusing you with competitors.

03

Reassure

Signal professionalism and reduce doubt before a customer contacts or buys from you.

04

Scale

Stay clear on a phone screen, invoice, signboard, product, uniform, and social profile.

THE SIMPLE TEST

Can someone recognise it in two seconds?

If the logo only works after an explanation, it is not doing enough work for the business.

Seven logo mistakes to avoid

These shortcuts often look inexpensive at first, but cost more when the business needs printing, signage, advertising, or consistent growth.

01 Starting with a symbol instead of a strategy

A shape cannot solve an unclear positioning problem. Define the audience, promise, and personality first.

02 Choosing a template or copied idea

Generic marks make the business forgettable and can create ownership or trademark problems later.

03 Adding too much detail

Complex logos become unreadable on mobile screens, social profile icons, embroidery, and small print.

04 Following short-lived visual trends

Trendy effects date quickly. Build around a distinctive idea instead of the current design fashion.

Seven logo mistakes to avoid

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05 Judging only by personal taste

The logo must connect with the intended customer and business position, not only the founder's preferences.

06 Approving only one layout or colour

A usable identity needs alternate formats, monochrome versions, and a recognisable icon.

07 Accepting incomplete final files

Without vector masters and organised exports, every future sign, package, or campaign becomes harder.

Logo package and pricing guide

Choose the smallest package that gives the business everything it will genuinely use.
BrandSquare logo projects begin at INR 7,999.

ESSENTIALS

From INR 7,999

For a new or small business that needs a professional primary logo.

- Discovery brief
- Three original concepts
- Guided refinement
- Final print and web files

BRAND STARTER

Custom quotation

For a business that needs a consistent visual foundation beyond the logo.

- Everything in Essentials
- Colour palette
- Typography direction
- Social profile assets

IDENTITY SYSTEM

Custom quotation

For a growing brand with several customer touchpoints and teams.

- Complete logo system
- Brand guidelines
- Launch applications
- Usage and rollout support

Ask for a written scope before paying. It should state concepts, revision process, deliverables, timeline, ownership, and exclusions.

Designer hiring checklist

Use these questions before choosing a freelancer, studio, or agency. Clear answers reduce misunderstandings and protect the project.

☐ Will the concepts be created specifically for my business?

☐ Will I receive full ownership of the approved final logo?

☐ How do you learn about my audience and competitors?

☐ Who checks originality and possible trademark conflicts?

☐ How many genuinely different directions will I see?

☐ What is the timeline and what could delay delivery?

☐ What does the refinement and feedback process include?

☐ Which costs are included and which are additional?

☐ Which final file formats and logo variations will I receive?

☐ Can you show work with a clear business rationale?

One-page logo project worksheet

Write short, honest answers. Good design decisions become easier when the business problem is clear.

01 Business name and tagline

02 What do you sell, and to whom?

03 What should customers feel after seeing the brand?

04 Name three competitors or alternatives

05 What makes the business meaningfully different?

06 Where will the logo be used most often?

07 Three words the identity should communicate

08 Colours, symbols, or styles to avoid

Files every business should receive

Keep an organised master folder. Use vector files for production and raster files for everyday digital use.

SVG

Best for websites, apps, large signs, and future editing.

PDF

Reliable vector format for printers, vendors, and documents.

PNG

Transparent-background files for presentations, social, and web.

JPG

Convenient image format for simple digital and office use.

READY TO BUILD A LOGO PEOPLE REMEMBER?

Start with a clear conversation.

Share your business, audience, and ambition. BrandSquare will recommend the right project scope and reply with clear next steps.

brandsquare.co.in / Start your brief

Email: hello@brandsquare.co.in

WhatsApp: Use the number that sent you this kit