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## Logo/Brand Development

A Business Logo is an integral part of a company's identity. Whether you are starting a new business or looking to rebrand your image, Speedprint's professional logo designers will portray the true identity of your business and enhance customer confidence with a custom designed logo.

Your finished Company Logo can be incorporated into your company's branding including printing, website, van livery, documents, shop signage, advertising and marketing.

Your company branding can be created from scratch, or you could opt for a redesign of your existing branding. Existing logos can also be redrawn electronically. The beauty of this is that it will be created as a Vector file. This means all elements of the logo can be edited and more importantly the logo can be enlarged up to the size of a double decker bus without any loss of quality or sharpness.

Logo Design from Speedprint is divided into 3 development stages;  
**Stage 1** Consultation/Brief. This is the most important part of the design process as it provides us with essential background information regarding your business, your products or services and your company ethos; all of which helps the designers get a clear idea of what is required. You are then supplied with up to 4 initial draft concepts; then up to 4 revisions of 1 chosen concept, amending colours, fonts, positioning etc, where necessary.

**Stage 2** Creating the final master artwork (usually in Adobe Illustrator, Photoshop or InDesign) to professional print specification.

**Stage 3** The final logo is supplied with a Reference Kit on CD containing low resolution JPEG (RGB for web usage), high resolution JPEG, TIFF, PDF and Greyscale versions of your logo, together with CMYK & Pantone Reference Numbers if relevant. Other formats are available on request. The copyright of the logo belongs to you, however you may wish to protect your design by Trademarking. Please see below.

### TRADEMARKING YOUR LOGO IN UK, EUROPE AND WORLDWIDE

A trademark generally includes any word, letter, numeral, symbol, logo, design, device or a brand and in more modern systems of trademark, a combination of colors, sound, scent and also a three dimensional shape used to distinguish goods or services of one proprietor from another. Registration of a trademark gives the registered owner of the mark exclusive rights to use the mark in the course of trade in the goods or services for which the trademark has been granted. The certificate of registration on the face of it is proof of ownership of the mark. If a person uses a mark in connection with certain goods/services in the course of trade, which is identical or confusingly similar to a registered trademark for similar goods/services, the registered owner will be able to sue for infringement. In other words, the right to sue for infringement is available only if the trademark is registered. For further information Speedprint recommends you contact a specialist law firm.

