LOGO COST	$0 - $100	$100 - $800	$800 - $2,000	$2,000-$6000	$6,000+
DESIGN OPTIONS	• LOGO GENERATOR • CHEAP OUTSOURCING • FREE ONLINE SERVICE • CLIPART SERVICE • FIVERR	• DESIGN COMPETITIONS • NEW FREELANCERS • JUNIOR FREELANCERS • CROWD DESIGNERS (LIKE 99DESIGNS)	• SENIOR FREELANCERS • FULL TIME FREELANCERS • SOME BUDGET AGENCIES **WE WORK IN THIS RANGE**	• SMALL BUSINESS DESIGN AGENCIES • BRAND CONSULTANTS **WE WORK IN THIS RANGE**	• MID-SIZE TO CORPORATE DESIGN AGENCIES • BRAND CONSULTANTS • MARKETING EXPERTS **WE WORK IN THIS RANGE**
LOGO QUALITY	• BASIC & GENERIC NOTHING SETS YOU APART. • STOCK ICONS & FONTS • 1-3 DAY TURNAROUND TIME FOR DELIVERY • DIY DESIGNS	• CAN BE A GAMBLE BETWEEN BASIC & UNIQUE. • MORE CREATIVE THAN A LOGO GENERATOR • 1-2 WEEK TURNAROUND TIME FOR DELIVERY	• UNIQUE LOGO DESIGN WITH BASIC DIRECTION • 2-3 WEEK TURNAROUND TIME FOR DELIVERY • STYLE BASED ON DESIGNER • MULTI-FORMAT DELIVERY	• HIGH QUALITY, FULLY UNIQUE, AND TAILORED TO YOUR BUSINESS & MARKET • STRATEGY LED DESIGN • LIGHT TESTING THROUGH MOCKUPS	• TOP QUALITY, FULLY UNIQUE, AND TAILORED TO YOUR BUSINESS & MARKET • STRATEGY LED DESIGN • FULL PROOF DESIGN PUT THROUGH TESTING.
PROS	• FREE/CHEAP • QUICK DELIVERY • NO DEALING WITH PEOPLE	• EASILY AFFORDABLE • QUICK DELIVERY • GOOD CREATIVITY • COMES WITH SOME REVISIONS	• MOSTLY AFFORDABLE • PERSONAL EXPERIENCE • UNIQUE CREATIVITY • COMES WITH LIMITED REVISIONS • LESS RISK OF INVESTMENT	• PERSONAL EXPERIENCE • CUSTOMIZED DESIGNS • STYLEGUIDE INCLUDED • LOW RISK OF INVESTMENT • MORE CREATIVE TALENT • STRATEGY LED DESIGN	• PERSONAL EXPERIENCE • RISK ELIMINATION • RIGOROUS TESTING THROGH FOCUS GROUPS • EXPERIENCE DEALING WITH CORPORATE ENTITIES
CONS	• HIGH RISK OF STOLEN DESIGN AND INFRINGMENT • WILL NOT BE UNIQUE • DESIGNER MAY DISSAPEAR • NO STRATEGY IN PLACE • FUTURE REBRANDING	• LACK OF CREATIVE DIRECTION AND STRATEGY. • DESIGNER MAY DISSAPEAR • DESIGNERS ARE NEW TO THE DESIGN INDUSTRY • RISK OF INVESTMENT	• POTENITAL LACK OF CREATIVE STRATEGY. • FREELANCER MAY DISSAPEAR OR HAVE DELAYS • TIME CONSUMING	• LARGER INVESTMENT • UP TO 1 MONTH TURNAROUND TIMEFRAME	• VERY EXPENSIVE • TIME CONSUMING