



ADVISOR PRODUCTS INC.

1025 Old Country Rd., Suite 223, Westbury, NY 11590

516-333-0066 x223 sales@advisorproducts.com

Logo Development Order Form And Agreement

Fax To: (516) 706-3162

Contact For Logo Set-Up	Billing Contact (if different)	Sales Representative	Date
Company Name	Street Address	City	State Zip
Telephone Number	Fax Number	Email Address	
Cardholder Name	Cardholder Signature	Card Billing Address (if different)	
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express	
Payment Method	Credit Card Number	: Exp, Date	Code

How it works:

- Based on a telephone interview, at least two artists get creative direction from you
- You are shown several "compositions" over the Internet
- Up to two (2) revisions are made, if necessary, to a composition
- You can be provided the "source" computer file of your logo, for use with a commercial printer
- You can get picture files, in a ".tif" or ".jpg" format.
- Additional revisions, phone consultations, creation of computer files in different formats and any other labor connected with developing your logo is billed at \$150/hr.

Tips, Timing And Other Matters

- Rendering a composition takes on average 90-minutes
- We initially assign two artists to all logo development engagements
- Each artist creates two compositions, giving you two different perspectives
- Two artists each creating two compositions and two revisions involves about eight hours of work
- To maximize our creative services, you may want to have three artists each create two compositions
- Logo design is a creative process. Our artists try to implement your ideas but art is subjective
- Please authorize one person from you firm to give direction to our artists
- If you plan to use gold or silver foil stamping on your printed materials, ask our artists about the extra printing costs
- If you create a two- or three-color logo, ask our artists if you'll be able to create a on-color version of the logo as well, which over years can save you money on printing your letterhead, envelopes and other materials

<input type="checkbox"/> Two Artist Retainer \$1,200	<ul style="list-style-type: none"> • Two artists each create two compositions
<input type="checkbox"/> Three Artist Retainer \$1,500	<ul style="list-style-type: none"> • Three artists each create two compositions

FEES AND TERMS

THIS AGREEMENT MADE by and between Advisor Products, Inc. (hereinafter referred to as "API") and Firm Name listed above (hereinafter referred to as "FIRM").

Payment: 100 percent of payment is due upon signing this agreement.

Cancellation fee: There is no refund once the initial phone interview is complete. In the event of cancellation, API shall own the rights to all logo designs created for Firm.

Copyright Notice: Copyright notice in the name of API shall not accompany the Designs when reproduced.

Releases: The FIRM agrees to indemnify and hold harmless API against any and all claims, costs, and expenses, including attorney's fees, for products ordered as listed above. In any case liability is limited to the amount paid under this agreement. API will follow the instructions of your Designated Contact. Assigning any individual in your firm as your Designated Contact to manage the design and development process other than the individual who will approve the final product is likely to result in misdirection of API staff and your firm must bear any resulting additional costs.

Miscellany: This agreement shall be binding upon the parties hereto and constitutes the entire understanding between the parties.

Agreed to by:

CLIENT SIGNATURE: _____ DATE: _____