Logo quote comparison sheet

Put two quotes side by side, tick what each one includes and ask the ownership questions before you say yes.

PUT THE QUOTES SIDE BY SIDE

	Quote A	Quote B
What exactly do I receive: which files, which versions?		
How many concepts and how many rounds of changes?		
Who owns the copyright once I have paid?		
Is a short brand guide included, or is it extra?		
What is the timeline?		
Can I see previous work, and do I like all of it?		
Is the person I am talking to the person doing the work?		

A USABLE LOGO PACKAGE NORMALLY MEANS

- [ ] Vector files, so it scales to any size without going blurry.
- [ ] Full-colour, one-colour and black-and-white versions.
- [ ] Versions that suit light and dark backgrounds.
- [ ] A compact version for small spaces such as social profile pictures.
- [ ] Files for print and files for screen.

ASK IN WRITING ABOUT OWNERSHIP

- [ ] Will the copyright be assigned to me in writing once the invoice is paid, or do I only get a licence?
- [ ] Can I use the logo anywhere, for as long as I want, without extra fees?
- [ ] Do I get the original editable files, not just flattened images?

CHECK BEFORE YOU FALL IN LOVE WITH A DESIGN

- [ ] I have looked at what already exists in my field.
- [ ] I know a distinctive, original design is easier to protect than a generic one. A logo assembled from stock icons or templates is likely to be neither.
- [ ] For trade mark advice I will speak to a qualified professional.

OPTIONAL EXTRAS TO ASK ABOUT

- A one-page guide to colours and fonts.
- Business card and letterhead layouts.
- A social media kit.

Paying an invoice does not automatically mean you own the logo. If one quote is much lower than another, work out which answer is different: that is usually where the gap comes from. We are not lawyers: this sheet is a prompt to ask, not legal advice.

WHERE THE FACTS COME FROM

GOV.UK, ownership of copyright works: gov.uk/guidance/ownership-of-copyright-works
GOV.UK, what you can register as a trade mark: gov.uk/how-to-register-a-trade-mark/what-you-can-register

Want a second pair of eyes?

Tell us about your business at mudcrafts.uk/contact/ or ask Muddy in the chat on the site.
We are MudCrafts. We build your brand... with love.