



Logo Services



**Design is a silent
salesperson for
your business**

LOGO DESIGN



A Great business name does a great deal for getting you business from people you don't know. A great business logo will convey in a glance what your business does, and that you can be relied upon to do a great job in a glance.

Information and advertising is being shot out like a fire-hose while people are only capable of maintaining a tea cups worth of focus. If your logo isn't able to convey who you are and what you do in two seconds, you will loose the attention of the viewer and they will move on.

LOGO CONVERSION



It is frightening to consider how many businesses have "crowd sourced" logos. They have put together a contest and said: "Here is \$500 if you design a logo that we choose to use for promoting our business." then, they receive that logo in jpg format and are suprised when they learn that they have to pay an "art fee" to convert their logo into usable art for their vendors services.

Our service provides your logo in the most commonly needed color formats (RGB, CMYK, and SPOT) and if it is needed in a different one version, 99% of the time we can create it from the versions we have for them.

LOGO VERSIONS



We know that the most of the time there are three ways your logo is used: Full Color, Black Ink Only, and Reversed Out. Having us create a subdomain of your logo means we also produce those formats of your logo for your business for times when it may be needed so you don't get hit with unnecessary "logo conversion fees".

With the logo subdomain service, your logo will be available on a subdomain of the Arkansas Office Products website where vendors will have 24/7 access.

An example of this can be seen at this direct URL:
www.AOP.ArkansasOfficeProducts.com



2001 General Samuels Road
Jacksonville, AR 72076
phn 501-983-4151
fax 501-983-4743

logo versions & formats

Having a logo is great, if it happens to be in the right version and format for your vendor. Frequently, business owners will have their logo as a jpg and nothing else. What they often find is their vendors charge \$100 to \$500 to correctly convert the logo into their needed format because it often has to be completely rebuilt in a vector application.

png format

This format is website friendly and has a transparent background so if it is placed on a different color page, it doesn't appear to have a white block around it. This format is great for websites, & email!

eps format

When you want your logo to be put on your vehicle with vinyl graphics, or embroidered into clothing, this is frequently the format you will need.

tiff format

If you want your logo on business cards, or print advertising (newspapers, magazines, yellow pages, or on promotional products) this is typically the format your vendor will need.

black ink only version

A common option for promoting your business in advertising is black ink only. We provide a black ink version of your logo that is much cleaner than the "convert your color logo to grayscale" option that most publishers offer by printing the color logo in black.

reverse version

Occasionally, you will want your logo to appear in white on a black background. This is the third version format that we will provide at no extra charge in all the formats you will commonly need.

other formats/versions

Rarely will your logo be needed in a different format than we have already provided. IF it is needed in a different format than we have already provided your vendor can email logos@arkansasofficeproducts.com and we will work with them on adjusting your logo as needed for them.

www.aop.arkansasofficeproducts.com

An example of the subdomain concept can be found online at www.aop.arkansasofficeproducts.com



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Your logo is the first thing most people see when learning about your business. A well designed logo can convey in a glance more than most people can hope to convince people of with an hour of conversation. If your business logo does not convey what your business does, your commitment to professionalism, and your dependability in that glance, then it's time to have a conversation with us.

Having a poorly designed logo will cost you exponentially more money than the cost a professionally designed logo would require. Having a poor logo (or no logo at all) tells potential customers that you really don't care about being a professional, you are really just focused on getting paid to do something you found profitable to do.

Having a professionally produced business identity package conveys to your potential clients that you care about every detail being right. It reassures them that you are not just interested in getting paid, but making sure that a favorable impression is left with them that they will be happy to share with others. The right logo is almost as important as the work you do as it will silently promote your business to people you had no idea even knew your business existed.

With the business logo being such a critical part of your business it is easy to imagine why so many marketing, advertising, and graphic design businesses charge so much to produce business identity icons.

Here at Arkansas Office Products we do it for free!

We do NOT charge extra to create business logos. Our job is to help your business grow and be successful as only then will you continue to need our services. For that reason, we are not interested in charging exorbitant amounts for something we consider critical to your business success - on the contrary, we see it as a service we can offer that will help our clients grow and be successful providing all involved with meaningful employment and income for years to come!

Don't wait - the best time to get started was ten years ago, the second best time to start, is today!

Tom Fenix
Director of Marketing
Arkansas Office Products