



**1455 Marketing**

Full Service Creative Agency  
 Marketing • Branding • Graphic Design  
 Website Design • Copy Writing • Social Media  
 Photography • Video Production

# Logo / Name Generation / Trademark

## LOGO Packages

Service	Classic Logo	Classic Name Generation
<b>Consultation</b>	<b>\$500</b>	<b>\$500</b>
<b>30 Minutes Included*</b>	✓	✓
Meet with you to discuss your dream logo	✓	
Client Action - Send 1455 Marketing examples of logos you like and color scheme	✓	
<b>Logo Design (Workflow)</b>		
<b>Logo</b>		
8 - 10 Logos	✓	
Select <b>One (1) Logo</b>	✓	
Select <b>2-3 Logos</b>		
<b>Options</b>		
We provide you with two-three options (revisions of one logo)	✓	
We provide you with two-three options ( <b>several</b> revisions of the logo. For example, 3-4 for each logo)		
<b>Revisions</b>		
One more round of revisions if needed, to provide you with the final logo	✓	
Up to two more round of revisions, if needed (any minor tweaks to finish the final)		
<b>Final Logo</b>		
Final logo where you receive all of the following files:	✓	
Illustrator file - EPS (send to printer)	✓	
PDF	✓	
JPG	✓	
PNG (clear backgrounds)	✓	
One color embroidery option	✓	
<b>Name Generation</b>		
Consultation - 30 minute included		✓
Provide you with an estimated dozen options to consider (we start with an initial list of 50-100 names but typically 10% are usable based upon the Research criteria below)		✓
Research Criteria - the names shall be free of Trademark, available .Com and Social Media (FB, Instagram)		✓

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## Trademark Package

Service	Trademark Package
<b>Consultation</b>	<b>\$250</b>
<b>30 Minutes Included*</b>	✓
<b>1455 Marketing will manage the process, the communication with the attorneys and the trademark filing office to trademark your name and/or name/logo.</b>	✓
Note: Expect an estimated \$500 for LegalZoom fees and \$250 per trademark application filing fee	✓

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# Website / Website Monthly Maintenance

## Website Packages

Service	Tier 1 Website	Tier 2 Website + Retail Store	Tier 3 Website + Retail Store	Notes
Professional, high quality, custom web design to include mobile view	✓	✓	✓	
Two (2) rounds of design edits	✓	✓	✓	
Stock photography provided*	✓	✓	✓	*Client can purchase premium commercial licensed photos.
Assist with Domain Registration for One (1) Year and Web Hosting Account Setup	✓	✓	✓	
Image & Video Galleries**	✓ (limit 25 Image and 5 videos)	✓ (limit 50 Images and 10 videos)	✓ (limit 75 Images and 15 videos)	**Limited # of images and/or videos for the gallery depending upon Tier level.
Five (5) Templates to Select		✓	✓	
<b>Website Structure</b>				
Up to Five Main (5) Pages + 3 Sub Pages plus 1 Page for Contact Form	✓			
Up to Six (6) Main Pages + Ten (10) Sub Pages plus 1 Page for Contact Form		✓		
Retail Store up to 50 Products		✓		
Up to Six (6) Parent Pages; up to 20 sub pages plus 1 Page for Contact Form			✓	
Retail Store up to 200 Products			✓	
<b>Website Form(s)</b>				
One Form plus Contact Form	✓			
Five (5) Forms plus Contact Form		✓	✓	
<b>Website - Wix Services***</b>				
Web Hosting Service	✓	✓	✓	
Add Business Email Address (Optional)+	✓	✓	✓	+Business email is available via Wix for monthly yearly fee which the client is responsible for payment.
ADA Compliant	✓	✓	✓	
Captcha For Spam	✓	✓	✓	
Chatbot/Livechat Setup	✓	✓	✓	
Event Calendar Integration (Google)++	✓	✓	✓	++Integrate to a Google calendar which is public.
Social Media Integration	✓	✓	✓	
Newsletter Integration (Link)++	✓	✓	✓	+++Client creates and provides link to their own newsletters (link to files stored on wix or an outside server).
Live Action Video (Link)++++	✓	✓	✓	++++Client creates and provides the link to the video(s) (link to files stored on Wix or an outside server).
Analytics - Google Setup	✓	✓	✓	
Analytics - Marketing Reporting	✓	✓	✓	
SEO - Search Engine Optimized	✓	✓	✓	
SEO - Keyword Research		✓	✓	
SEO - Sitemap submission to Search Engines		✓	✓	
Integrated Blog++++		✓	✓	++++Ability to integrate client blog.
<b>Website Support</b>				
Dedicated Account Manager	✓	✓	✓	
5-day post-launch tech support	✓	✓	✓	
Eight (8) hours support for 1 year	✓	✓	✓	
Website Maintenance Training - Six (6) Hours	✓	✓	✓	Six (6) hours training provided to client to support self managed site maintenance
	<b>\$1,000</b>	<b>\$1,500</b>	<b>\$2,500</b>	



# Website / Website Monthly Maintenance

## Website Monthly Maintenance Plans

Service	10 Hours Per Month	20 Hours Per Month	40 Hours Per Month	Notes
Update existing page content (images and text provided by client)	✓	✓	✓	
New Page(s), forms or other features per your Tier level	✓	✓	✓	
<b>Tier 3 Only</b> - Retail Store - Update, remove products and services	✓	✓	✓	Client can purchase premium commercial licensed photos
Electronic Newsletter: Uploaded and linked	✓	✓	✓	
Event Calendar: Update Events as requested	✓	✓	✓	
Website Analytics Reports Provided	✓	✓	✓	If we offer image and video gallery for this package, would suggest a limit #
Extended Website Support / Training Provided	✓	✓	✓	
v.20220301	<b>\$300</b>	<b>\$500</b>	<b>\$800</b>	