



DESIGN SERVICES FOR EVERY BUDGET

ASLEGAL.COM DESIGN

From standard formats updated to reflect your firm name and colors to uniquely custom designs for your firm, we can support ALL your design projects.



Standard Formats - FREE

Standard formats are available at no charge when you order your stationery with us. Your firm receives complementary typesetting and one proof of your firm's information in any of our standard firm logos, anniversary logos or stationery (first and 2nd page), envelope and business card layouts.

Below is a sampling of our standard logos and formats. Keep in mind, you can mix and match layouts, logos and fonts to create a look that is truly your own.

Please visit www.aslegal.com/stationery or request a stationery sample kit for a larger selection.

Design Services Include:

1. Discovery Call

One 30 minute call with a designer to discuss your project, color preferences and other pertinent information to create concepts. Prior to the call, we will provide a brief questionnaire to help organize the meeting.

2. Concepts

Two to three concepts with a color pallet using the information provided delivered within 5-7 business days of your discovery call.

3. Refinements

Two rounds of refinements to one concept. Delivered within 2-4 business days of receiving your feedback. The designer may reach out with questions or recommendations during this phase. Additional rounds of changes will incur additional costs.

4. Final Files

Your final approved design will be saved at ASL in native Illustrator files and print ready PDF formats 4-7 business days after approval. For logo designs, we will produce full color, black and white and knock-out (for producing on dark background) versions.

Type-Based Logo Design Services \$99

Type-based logos like those shown below, are created using typography and fonts only.

BLACKMAN & KRAMER LLP

**Macalister,
Reeves &
Sandroni LLC**



Layout Services

Business Card Design \$149

Includes: Three concepts for Business Cards only

Stationery Package \$349

Includes: Two to three concepts for each Letterhead (first page only), Business Card and #10 Envelope

Additional Materials

Once you have finalized your logo and stationery layouts, you may want to produce additional materials to compliment your stationery.

Add the following items to a Stationery Package or Business Card Design Service above for only \$45 each (If ordered alone, additional charges apply.)

- Labels
- Note Cards
- Memo Pads
- Presentation Folders with Logo Only
- Announcements or Invitations
- 2nd Page Letterhead

Please contact us for more information on custom presentation folders, brochures, newsletters and other communication materials.

Graphic Design Services

If you are looking for an icon-based logo or more extensive website, email and print design services, we can refer you to a design agency who will provide ALL-STATE LEGAL preferred pricing. If interested, we will have the Principal of the agency contact you to discuss your needs and provide a formal State of Work.