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LOGO DESIGNING PROTOCOL DOCUMENT.

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READ CAREFULLY

This document contains a brief blueprint of Logo Designing execution steps.

The steps are being explained in generalised way to facilitate easy comprehension.



The Logo Output by the Aimstrue Team is made under the supervision of Expert Vector Graphics Designers and Intellectual Property Experts.

Aimstrue Protocol Sequence

Brand History Analysis

Contemporary Market Analysis

Trademark & Copyright Research

Logo Asset Licensing

Logo Typography Research

2 D Logo Vector Output

3D Modelled Logo Output

Project Payment

Copyright Declaration Handover

Brand History Analysis.

The Market Presence History of the Brand will be analysed and the Brand Image Quality is gauged.

The strategy for the Logo Design is highly influenced by the history of the Brand in the market. For the Fresh Brands, which do not have any prior Market presence history, the Logo setup requires extensive market and competitor research.

For the Brands which already have an experience with Branding, this steps helps to identify and regulate any Intellectual Policy Violation Flaws of the past.

Contemporary Market Analysis.



The USP and Market Share of the Client and Competitor is analysed. IP Limitations are also studied.

This step is the base of plan.

Data from this step gets used in Asset Creation and Logo setup.



Trademark Research Copyright Optimization

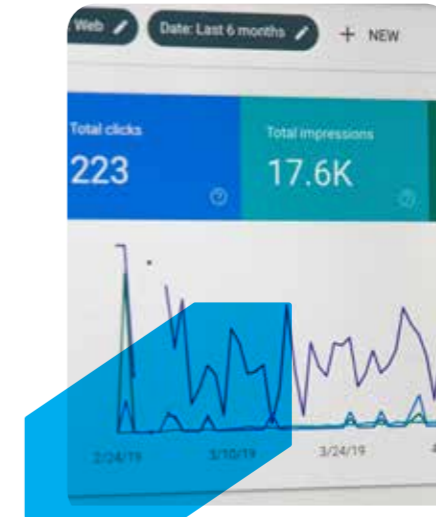
Indian Patent Act 1970

In this step, extensive research is done & the elements are identified & licensed which are free from copyright infringement issues.



CANNOT BE COPIED Strong Market Presence

Sorting elements which is not allowed to use.



Market Compatible Trend Analysis

Logo elements should adhere to the trend.



Favored digitally Superior Impression

Logo should be able to perform well in RGB Mode



SUPERIOR BRANDING Signals Brand Quality

Logo Elements should be able to use universally.



EASY TO EXPLAIN Easy Comprehension

The Component of the Product easily explained.



SUSTAINS 8 Years Can even run upto 115 year

Visual fatigue is much much less.

Parameters Involved

Logo Asset Licensing in 3 Core Segments



Icon/ Shape

The Elements used in the logo is licensed.



Typography

Font for commercial use is installed.



Color

Color Variation is licensed.

Logo Designing Typography Research



Professional Fonts.

The Font should adhere to the Brand Industry.



Relative Placements

Font placement in relation to the Icons/Shape is analysed.



15-20 Variations.

!5-20 different fonts are shown which helps to analyse the client taste!



Logo Output Handover Final Stage of Protocol

These Sequences are launched step by step and as the Client gives feedback & optimization on different steps are done.



01

2D Logo Presentation

- 2D Vector Logo Shown.
- Multiple Icon Variation Shown.
- Version on Dark Background Shown.
- Black & White version shown.



02

3D Model Presentation

Aimstrue has very stringent Designing Policy. So at this stage, Aimstrue Team analyses the 3D Modelled version of the designs. It helps the client to visualise how the Logo will perform in real life. That is how the logo looks over Packaging, Bottles, Visiting Cards, Letter Heads, even on the **surface of buildings**.

03

Copyright Declare

After the final approval of the designs from the client, the Aimstrue gives Copyright Declarations on the Company's letterhead. In this declaration, 3 Points are declared:





1. Client design has not been copied from anywhere.
2. The elements used in the designs has been licensed on the clients' firms' name.
3. Date of Intellectual Property transfer of the design is shown.

This document acts as your firewall and safeguard of future if any competitor tries to copy your design or claim the Trademark right on your asset.

Why Choose Us?

We give you the Design suiting your Taste, Your Customers taste and in the taste of Indian Patent Authorities.

And to let you experience this Aimstrueism, we offer DEMO TRIAL.

-  Just pay the Nominal Registration Fees first.
-  Get the full satisfaction with our Designs for your Brand.
-  After this only you will be paying our remaining Project Fees.
-  After this, you will be given full IP rights along with the Copyright Declaration.



What is Aimstrue Firewalling and Ad Sustainability Protocol?

During the Marketingscenerio, sometimes, the competitors target your Brands. In such a case, they will be claiming your Brand assests as their own. It then negatively impacts your Profit Generation.

Aimstrue Firewalling saves Assets from such targeting. The Copyright Declaration helps you to defend your asset from such claims and saves you from legal issues.

Sustainability is your Insurance against Asset Block. Before we do the designing, our rigorous Copyright Research Protocol let us to identify the safe elements from your Brand. It then gives you the peace of mind.

Project Payment Estimation

Startup/Medium Enterprises
Rs. 2000 (Reg. Fees) + Rs. 6000.

All the Charges are inclusive of GST.

Fees which will be invoiced in the Name of Client's Firm. THE REGISTRATION AMOUNT IS FULLY REFUNDABLE IF THE CLIENT DOESN'T APPROVES THE FINAL VIDEO.

Once client approves the Final designs they pay the remaining amount of Rs. 6000.



Public Ltd Cos/ MNCs Projects
**Rs. 15000 (Reg. Fees) +
 Rs. 40000**

These clients gets the detailed color codes, trademark support and the mathematical curve of all the vectors.

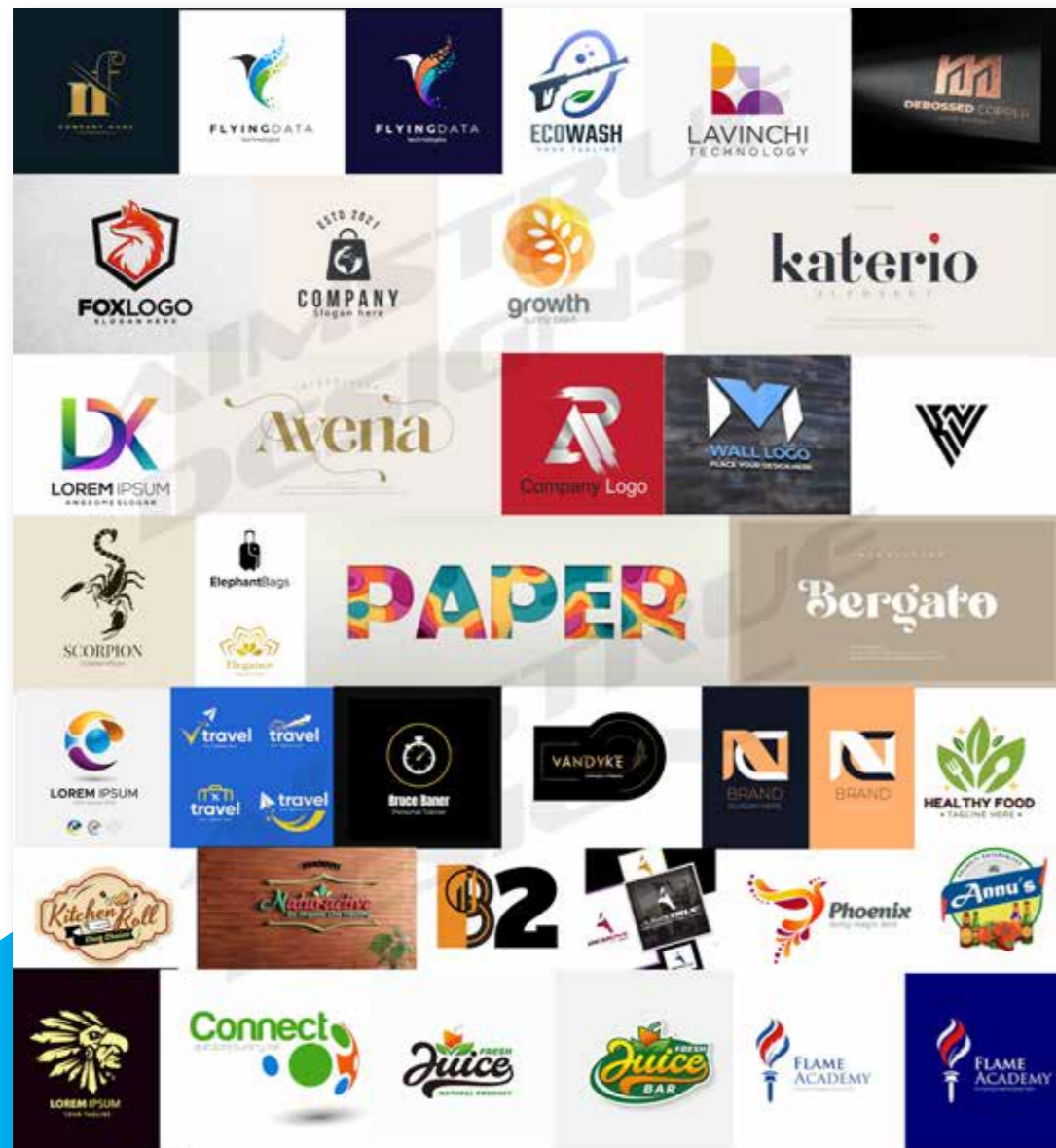
**We'll be glad
 to onboard you
 & boost your
 sales :)**

Brand Designs are the sales machines, if made pragmatically.

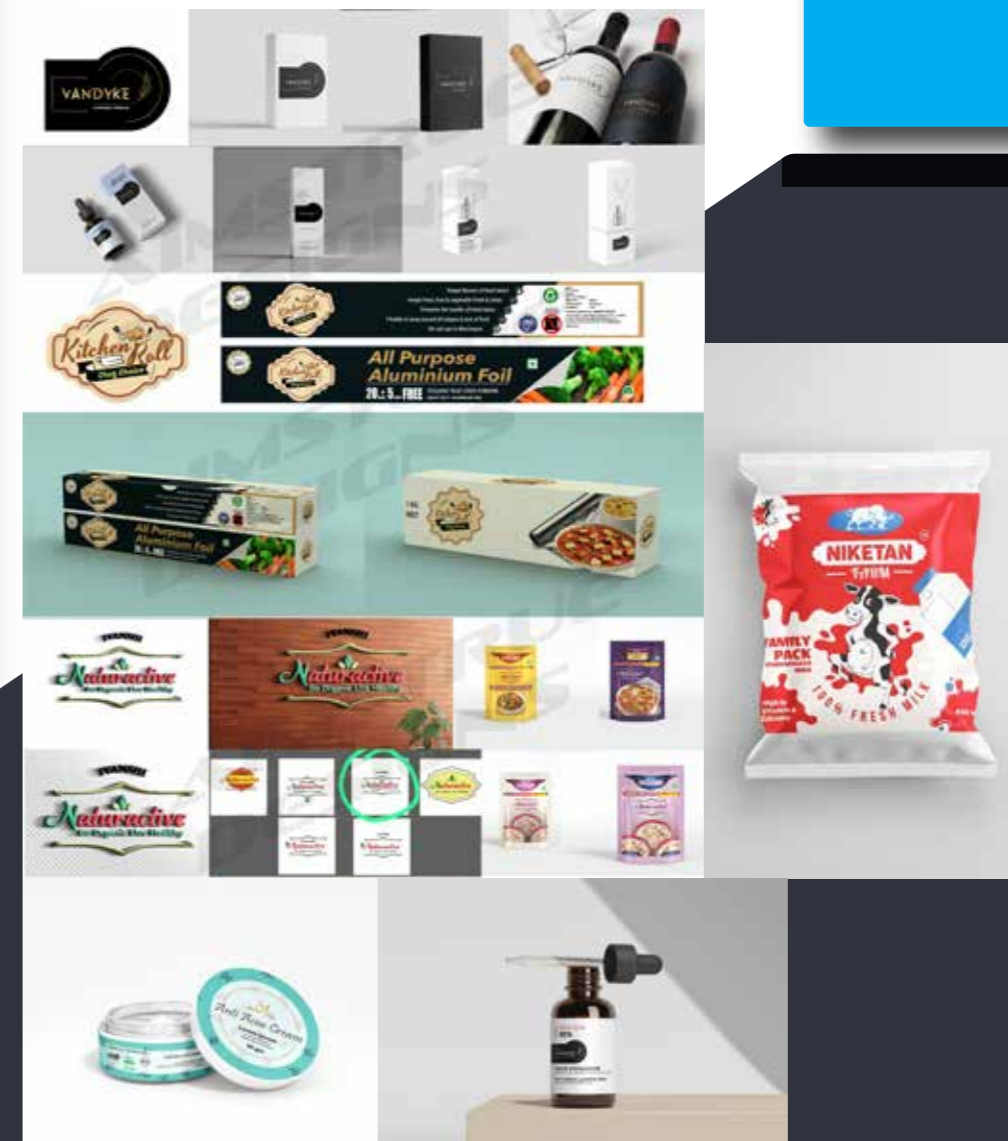
Hope you were able to understand the Technicalities of this whole Strategy Blueprint. For any query, please feel free to contact the team on the relevant communication channel.



ANNEXURE 2D MODELS SAMPLE



Simulators Based 3D MODELS SAMPLES



Brand COPYRIGHT DECLARATION

