



  
DIGITAL STALK

[www.digitalstalk.com](http://www.digitalstalk.com)

DESIGN IS THE SILENT  
**ΔMBΔSSΔDOR**  
OF YOUR BRAND.

# LOGO DESIGN

Logos are a part of everyday life. You see them on your fridge when you make breakfast, on your car when you drive to work, on your computer when you sit down at your desk.

**There are 7 types of logo designs: but which type of logo is right for you?**

1) **The Emblem Design:** Emblems are just about the oldest form of logo. An emblem is the type of logo that includes text inside of a symbol. It's a classic look that gives your logo a traditional quality. That's why you'll often see them used by schools and government agencies — they make everything feel nice and official. Emblems are often more detailed than other types of logos, and include fine linework and small, detailed imagery.



**Why should you choose an emblem?**

- Your brand wants to convey a sense of tradition and/or longevity.
- You are looking for your logo to convey a sense of gravitas.

**EMBLEM DESIGN: 7500/-**



2) **The Monogram Design:** Monogram design is to make initials a cool word, like Minnesota Mining and Manufacturing (more commonly known as 3M), it's easy to think of reasons why your company would go by its initialism. If this sounds like your company, a monogram probably makes more sense than a logotype. This style of logo focuses the name down to the memorable (and pronounceable) parts. You probably refer to HBO as HBO, rather than Home Box Office. If that's something you're looking to achieve, the monogram is a no-brainer for your brand.



**Why should you choose a monogram?**

- You want the tie between your name and visual identity, but have a really long name.
- You work in an industry where shortening your name to initials is common (looking at you, law firms!)

**MONOGRAM DESIGN: 7500/-**



3) **The Pictorial Mark or Brand Mark:** This brings us to the brand mark (also called a “pictorial mark”). The imagery you choose for your company logo has to be incredibly iconic for the average customer to recognize and identify it. Pictorial marks are just so fun!

**Why should you choose a pictorial mark?**

- Your brand name lends itself to be being drawn literally. The Apple logo, for example, is a clear example of a brand name being drawn literally. It makes more sense for their brand to use a pictorial mark than a monogram or emblem.
- You want to create a sense of brand personality with an image that you wouldn't otherwise be able to with just your name.

**PICTORIAL MARK: 5500/-**



4) **The Elegant Design:** Elegant logos are a great choice for business in the fashion, design and hand-made industries that want a clutter-free logo for a contemporary brand.

**ELEGANT DESIGN: 7500/-**



5) **Abstract Design:** This logo type is used when you want to use an image, but don't want to be constrained by a literal representation. You can create an abstract logo that evokes a feeling more than a thought. These can be difficult, as not everyone will interpret an image the same way. What's great about these types of logos is, once you've got your brand out there, no one else (hopefully) has a logo quite like yours. You'll be well on your way to differentiating your brand from the rest of the market from the start.

**Why should you choose an abstract mark?**

- You want a pictorial element to your logo, but want to create a more serious tone than most literal pictorial logos create.
- You want something truly unique.

**ABSTRACT DESIGN: 12,000/-**



6) **Mascots:** A mascot is different than the above pictures and symbols in that it's a drawing of a particular person (or, at least, an anthropomorphized character). As human beings, we're visually attracted to seeing another human face (again, even if it's "really" the face of a cutesy cartoon character). A mascot ties that positive feeling to your logo and brand. The biggest danger with a mascot logo is that your logo can become TOO friendly, and border on saccharin. If you want your brand to be taken seriously, it may make more sense to consider a different kind of logo.

### Why should you choose a mascot?

- You want to appeal to families or children.
- Your brand thrives on being fun, friendly and upbeat.
- You want something flexible that can grow with your company and be used in diverse ways.

**MASCOTS:** starts from 15,000/-



7) **Combination Marks:** Not everything in the world is black and white. You don't have to choose just one type of logo. You can combine any or all of the above ideas. You can combine a mascot with a wordmark, or embed your monogram into an abstract logo. A brand mark can be supported by a logotype, and both aspects of the brand can be separated and used for different scenarios. If you want a flexible logo that can be adapted for different situations, yes. A great aspect of combination marks is that they're adaptable. You can keep your mascot and abandon your wordmark or lose your monogram and keep your abstract logo, based on how your brand evolves. We think the combination mark is a great option for new brands as they embark on their logo design process.

#### Why should you choose a combination mark?

- You want the best of several worlds.
- You want a future-proof logo that can adapt and change with your business.

**COMBINATION MARK: 12,000/-**





**What will you get?**

- \*3 Innovative logo concepts
- \*300DPI RGB images(JPEG, PNG, PDF, .EPS, .PSD & .AI)
- \*about the Logo Design
- \*Promotional Image



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**DIGITAL STALK**  
www.digitalstalk.com

@+91 9493644106



*Your  
business  
just  
doesn't  
stop  
with  
the  
logo!*



# STATIONERY DESIGN



The identity created needs a carrier and it becomes the most important collateral for your business. We give the best solution when it comes to designing the professional stationery for your business right from bottom/ business cards, these elegant and professional letter heads, employee Identity and access cards.

BUSINESS CARD DESIGN } 4000/-  
LETTER HEAD DESIGN

BUSINESS CARD DESIGN } 6000/-  
LETTER HEAD DESIGN  
ID CARD DESIGN

BUSINESS CARD DESIGN } 10,000/-  
LETTER HEAD DESIGN  
ID CARD DESIGN  
CERTIFICATE DESIGN





Getting tired of the dull trivial brochures that you get on the streets? When you receive brochures of this kind, what do you do with them? Do you take a quick look and then dump it in the nearest available trash can?

## That's not what we want.

They want to hook you in, make you read the information inside. But in order to do that, they have to be pretty creative to make you keep reading.

- FLYER DESIGN - 4500/- (1 PAGE) (PRINT & ELECTRONIC)
- TRI BROCHURE DESIGN - 7000/- (2 PAGES) (PRINT & ELECTRONIC)
- BOOKLET DESIGN - 18,000/- (10PAGES) (PRINT & ELECTRONIC)





Banner designs for small business and to reach smaller group of customers are pretty popular. Designing festive banners, sale banners, shop banners, posters is one the challenging work we take up. Convey so much in a small given space is always challenging.

BANNER DESIGN

- 12,000/- (PRINT & ELECTRONIC)

POSTER DESIGN

- 12,000/- (PRINT & ELECTRONIC)



# PRODUCT DESIGN



It was 1947 when a Hindu Priest walked into a market in Vijayawada and noted spices and hardware were wrapped in paper for the customers. This is the earliest record of packaging. Since then, packaging has evolved into a great industry that serves so many purposes for modern society, making package design one of the most essential elements to sell products.

First impressions make all the difference, especially in a fast-paced age when everyone is just too busy to take a step back to wait and see. But what kind of design will impress the consumers?

## Visual Elements plays important role








TABLET DESIGN - 6000/-

PRODUCT DESIGN - STARTS FROM 13,000/-



# Social Media Marketing Solution Perfect For Your Brand

## Package - Deliverables

Package Name	Social Media Posts
Pricing / Year	INR 15,000/-
Price per Image	INR 250/-
Resolution	4k
No. of Social Media Posts	30 } 60 Images
No. of Social Media Status	30 }
Platforms	      



# VIDEO EDITING

Our pricing structure is based on a careful analysis of what our customers need in terms of professional services vs. low budgets. That's why we have decided to strike a chord with our customers by giving them the best at rates that you can't get anywhere else.

Since every customer is unique, we offer many pricing options. Our precise pricing structure depends on the scale of your project, the number of individuals required to work on that project and the level of expertise required to complete it.

## Corporate Logo Animation

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Logos are one of a brand's most valuable assets, and Digital Stalk specializes in logo animation for corporate businesses, handled with the utmost professionalism.

Starts From 10,000/-

## Explainer Video Animation Services

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Explainer videos are becoming increasingly popular, and DS helps clients in leveraging this marketing medium. The experienced video editing and post-production at HD understands your audience group and delivers concepts, complex topics, e-learning and education, and products and service demonstrations in a form applicable to the viewers across the globe.

Starts From 15,000/-



## Whiteboard Animation Services -

With over of experience offering whiteboard animation services to companies of all shapes and sizes, DS has the skill and studio infrastructure to create dynamic, eye-catching and informative videos for your business. One of the best ways to quickly and effectively communicate complex ideas, whiteboard animations has many possible applications, from text summarization or product demonstrations on youtube to providing instructions in corporate videos.

A fun and engaging medium that is gaining momentum in the digital realm Digital Stalk's whiteboard animation services is ideal for YouTube videos, television ads, and website promotions.

Starts From 22,500/-

## Music Service -

Digital Stalk has been providing high-quality music services to a variety of businesses, and private clients all over the world. We deliver our results quickly, making use of the most experienced team members, the highest quality equipment, and our unique, proven internal processes.

Starts From 3000/-



# PAYMENT SCHEDULE

Total payment should be paid for the designs which charge less than INR 15,000. And 50% payment should be done for the designs which charge greater than INR 15,000 remaining should be paid on the day of design delivery.

You have to pay money through PhonePe or Google Pay or Online Transaction then the project will be initiated.

**You've got the idea, now make it official with  
the perfect design.**



**DIGITAL STALK**

## CONTACT

for more information please visit



DIGITAL STALK

 <https://www.facebook.com/digitalstalk/>

 <https://www.linkedin.com/company/digital-stalk/>

 <https://twitter.com/digitalstalkhyd>

**#** +91 9493644106

**@** info@digitalstalk.com

**www.digitalstalk.com**