

Animated Logos

CUSTOM DESIGNS BY JOEL GARMAN

3 Reasons Why You Should Be Using An Animated Logo.



1. It raises brand awareness

The primary purpose of a logo is to create brand awareness. When you opt for an animated logo, you're creating a more memorable image in your customer's mind.

In most cases, logos are static images and it may take several interactions with your brand for the customer to make a permanent connection. But with the clever use of animation, your entire brand comes to life through motion, sound, and color.

MOTION. SOUND. EXCITEMENT.

2. It's unique

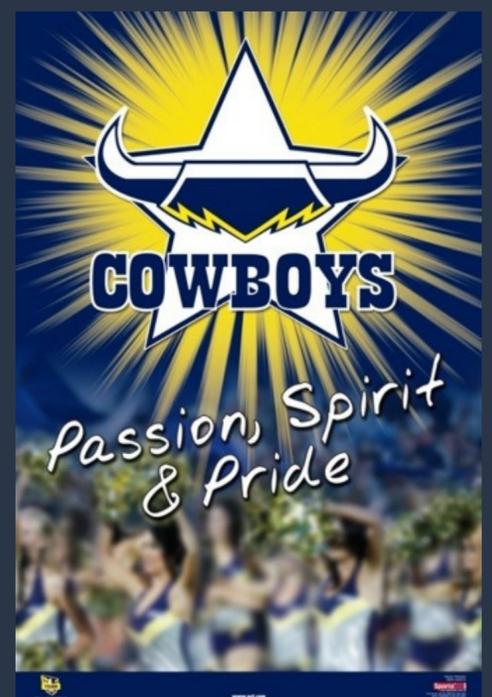
Through the use of the colours and the sounds used in the animation, an animated logo conveys the vibe of your brand instantly.

3. It adds consistency

You can add a more professional feel to any of the videos used in your marketing by adding an animated version of your logo as an intro or outro. It adds consistency and reinforces your brand image over and over again.

BUT WHY VIDEO?

Your logo is one of your most important brand assets. It makes you recognizable and it's the first thing people see when they come into contact with your brand. And if you're a marketing-savvy company, you probably know that videos should be a part of your marketing strategy. But did you know that you can spice up your promotional videos, website and Facebook page by using an animated version of your logo!



WHERE TO USE YOUR

Animated logo

Your Animated Logo Can Be Used In Many Different Ways...

VS

On your Facebook page:

Post a video file or a link to your animated logo when you're sharing promotional content from your website OR set your animated logo as your Facebook cover VIDEO. Example here: <https://www.facebook.com/videoshift>

Use it on Instagram:

Instagram is a highly visual social media platform which makes it a perfect place to show off your logo. Use it as a short video or as a part of your Instagram story.

Intro/Outro in your videos:

No matter what type of video content you're putting out, use your animated logo as an intro to build brand recognition or as an outro to serve as a call to action that sends viewers to your website.

On your website:

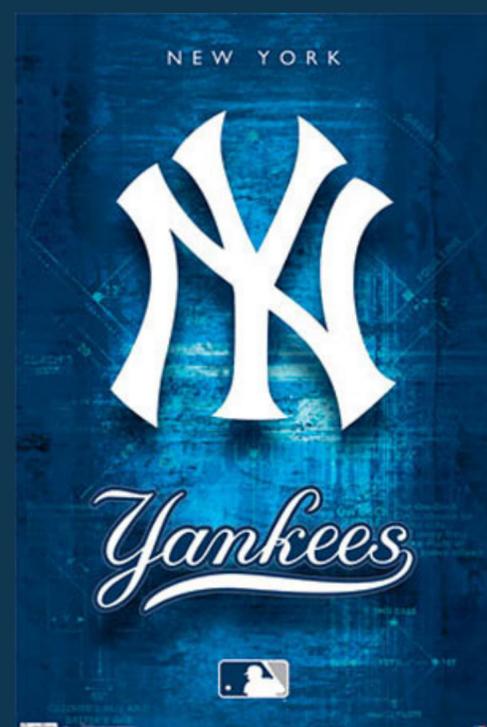
Most of the brands use their static logo in the header area of your website. Put a unique spin on this by using the animated version of your logo.

On your Twitter profile:

Twitter has exploded with GIFs recently and it also auto plays videos so it makes sense to share your brand new animated logo there. It's a great attention-grabber that's sure to make your followers stop and pay attention on this fast-paced social network.

WHAT'S THE PRICE?

If you're ready and interested to take your branding to the next level, scroll down to the next page, choose your preferred package and click that 'Start' button!



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BASIC
\$97.00

START

Basic Logo animation in 1280x720 resolution.

- Commercial use
- Custom Colours
- 1 Revision Included
- 5 Day Delivery

STANDARD
\$197.00

START

Standard Logo animation in full HD 1920x1080 resolution & sound effects.

- Commercial use
- Custom Colours
- 2 Revisions Included
- 1 Music Track
- Sound FX
- 5 Day Delivery

PREMIUM (Recommended)
\$397

START

Premium Logo animation with everything plus 4K 3840x2160 resolution.

- Commercial use
- Custom Colours
- Sound FX
- 2 Revisions Included
- 1 Music Track
- 3 Day Delivery

WE WILL NEED THE FOLLOWING:

After purchase via stripe please email us at hello@videoshift.com.au Please provide in your email:

- The Package you wish to purchase
- Your Logo File (jpg/png etc)
- Your Logo Vector file (for best results! Usually a project file e.g. AI, EPS file etc)
- Any desired look and feel (No gaurantees we can do the exact animation you want)
- Attach any music and/or Sound FX you want included



See More Video Services at:
www.videoshift.com.au