



# Inspired Logo Design, Branding & Marketing Services

Outstanding MARX is a division of JGS Professional Services

[Home](#)[Who We Are](#)[What We Do](#)[Portfolio](#)[The Process](#)[FAQ's](#)[Contact Us](#)

## The Process ... How it works

Branding involves the owners and/or major players of the company, who are skillfully guided through a proven process of questioning, defining, clarifying and fine tuning what their brand truly is and how to communicate it outwardly.

**We specialize in building businesses as a brand.** This process begins with a mindset. Without that mindset, you will never "see" your business as a brand and it will never reach its potential. You will begin to build equity in your brand by consistently using this clear picture you see, along with a story that enables you to communicate all the aspects of it to your employees and your clients. ***This is an equity that translates into more customers, more sales and a real asset for you to have listed on your balance sheet.***

**Whether you are a new company or you've been in business for 30 years, we can take your business identity from tired to inspired!** Companies who are not relentlessly seeking ways to inspire and engage their customers and employees quickly find themselves left behind.

**Claim your prominent position in the minds of your market and seal your brand equity!**

*"I endorse and recommend Janice Sloan without reservation. She has created and/or modified many of the published materials and protocols we rely upon in our (periodontal) specialty dental practice including employee handbooks, office manuals, patient brochures, logos, patient education information and image projection materials. I have enjoyed my professional relationship with Janice and continue to follow her advice and council. I strongly recommend her to future clients."*

**John C. Parsons, DDS, MSD**  
Diplomate of The American Board of Periodontology  
San Antonio, TX

## The Process ... The Steps

**Step 1:** Complete the [Preliminary Questionnaire](#) and return by internet, fax or mail. As soon as this is received, we will contact you to schedule a Telephone Interview.

**Step 2:** [Telephone Interview](#) to discuss needs and develop a specific plan

**Step 3:** [Written estimate, signed contract and deposit](#) to continue design process.


**Step 4:** [Discovery phase \(brainstorming\)](#). Getting to know your business from the inside out. Where have you been and where do you want to go? What does your success look like? Interviews of key personnel and decision makers to get the big picture. Get an understanding of your current and preferred future customers (Psychographics). As well as your industry and competitive information (Demographics).

[Inspiration phase \(design concepts\)](#). Using the information gathered in the Discovery Phase of the process, we boil it down to the essence of the business you want. Whether it's a company name and logo or a complete Identity Package, this is where we explore the options.

**Step 5:** [The Brand](#). This is the exciting part! Your new identity begins to come to life as we discover how your logo identity looks, sounds and feels. How do you inspire and motivate others (your "story" to your target market of clients and future employees) through the communication of your brand? What [Tagline](#) and [Marketing Statement](#) best describes your promise to your market?

**Revisions** are part of the process. Once we present you with your initial design concepts, you will be required to make a decision on which ones you feel are worth exploring more thoroughly. ***All of our Identity Packages offer unlimited alterations and revisions until you are completely satisfied.***

Your final logo design, as well as your custom letterhead, envelope, and business card designs, etc. will be sent to you in multiple formats on a CD-Rom. You own all the rights.

**Get Started** by completing this short  [Preliminary Questionnaire](#) and returning to us by internet, fax or mail.

**Note:** There is no cost to you for the Preliminary Questionnaire and Telephone Interview. You are under no obligation to pay *anything* until a contract proposal is signed.

**Privacy Policy:** We will never share your information.

[Home](#)[Who We Are](#)[What We Do](#)[Portfolio](#)[The Process](#)[FAQ's](#)[Contact Us](#)

**Questions?** Feel free to contact me by [email](#), call me on the [phone](#), [fax](#) me, or write me a [letter](#).

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