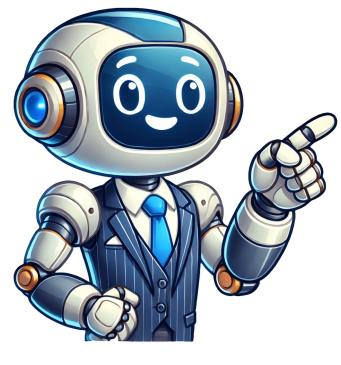


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inspire results and inspire stakeholder engagement.If you're ready to transform your once-dreary documents into must-read masterpieces, you're in the right place.Discover why great report design drives success, see which reports you can outsource and compare the 2025 top reporting design services, so you can confidently choose the best fit for your inspiration, your brand, and your budget.

By understanding the value of a good report design, you can make a more informed decision on how to spend your budget. You can also learn how to choose the right design agency for your needs. Ultimately, your enterprise will need high-volume designs that convert leads across a dizzying array of digital channels. Unfortunately, this often becomes a challenge for in-house teams with limited bandwidth.If you're set on building a brand that lasts, you need a top-tier reporting design expert help. This is where a design package from a top creative partner, such as Superside, can be a lifesaver.But before we explore Superside's design services in greater depth, let's look at why high-value design packages make sense, how well-structured design bundles can transform your workflows, and the top design packages that help brands shine (and sell) in 2025. Let's dive in!What is a design package?Creative servicesFrom brand exploration and development to refreshes and rebrands, our world-class brand designers create cohesive, scalable brand experiences. Learn more and book a call today. Brand DevelopmentBrand DesignLogo DesignBrand GuidelinesBrand Story DevelopmentRebranding ServicesBrand DevelopmentBrand DesignLogo DesignBrand GuidelinesBrand Story DevelopmentRebranding ServicesTrusted by 500+ of the world's biggest brands

BUILT FOR CREATIVE, PERFORMANCE & MARKETING TEAMSOur global team of brand experts, who've worked at top brand design agencies and well-known brands, will help you grow and elevate your brand. Whether it's a logo or a complete brand development, we help you express what makes your brand unique. Starting from scratch? Craft a robust, one-of-a-kind foundation that ensures engagement and resonance across all platforms and audiences.From fundamentals like logos, colors, and typography to templates and custom image libraries, get the tools you need to get to market faster.Need help updating existing logos or creating new ones? Create a range of options, including static and animated logos suitable for a range of applications. Ensure brand consistency, capture your distinct voice and tone, and gather ad templates, logos, images, and iconography all in one place for ease of use and scale. Your brand has a feel as well as a look. Develop a narrative that speaks to this essence and can be expressed time and again. From a refresh to a full rebrand, revitalize your brand seamlessly with a global network of branding talent that brings diverse perspectives and signature expertise. Data fuels digital marketing triumphs at Superside. Discover the powerful metrics behind our results-driven digital marketing consulting approach that generates impressive impacts. Brand design projects completed and countingTotal customers used our brand design servicesHours dedicated to branding servicesAverage branding project approval rating

FUTURE-READY EFFICIENCYLeverage the power of AI to improve efficiency and cost savings in our design services. Superside's AI-enhanced workflows streamline the creation of brand creative, delivering up to 60% savings for our customers. AI Design ServicesAI Design Services "Thanks to Superside, we've elevated ourselves. We've changed marketing in the industry by acting as more of a marketing agency for our brands, and streamlining that into robust marketing campaigns that move the needle." Marc Vitulli, VP Marketing at S&S Activewear"We have access and responsiveness to meet our business-critical needs. The combination of quality, speed and 24/7 support allows us to get the most out of what we're doing. We're creating a brand that's a force to be reckoned with, and we're saving time and money in the process. Superside's AI-enhanced workflows streamline the creation of brand creative, delivering up to 60% savings for our customers. AI Design ServicesAI Design Services "Thanks to Superside, we've elevated ourselves. We've changed marketing in the industry by acting as more of a marketing agency for our brands, and streamlining that into robust marketing campaigns that move the needle." Marc Vitulli, VP Marketing at S&S Activewear

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to our every commitment because we prioritize ongoing creative partnerships. Unlike one-off projects, our services hinge in fostering long-term brand development. This commitment unlocks access to our full design spectrum, allowing you to not only elevate your graphics but also build a dedicated team who understands your vision. The longer we collaborate, the deeper our understanding of your brand becomes, maximizing the value of our creative and your ownership. How does this onboard work? After a brief discovery session, we unpack all that Superside and your new creative team has to offer. You can get up and running within a few days for production projects, and we'll learn your brand quickly to take a more complex creative conceptualizing projects. We designed our levels to accommodate what our customers usually require to accomplish their creative goals. However, we can customize the number of credits if you have larger and more complex needs. Otherwise, all plans are identical, giving you full access to everything you need from Superside, regardless of the number of credits you have. What billing options do you offer? We offer credit card billing or invoicing. What happens if I don't use all of my budget in a month? Our model is designed to be flexible because we know that your needs might fluctuate. Unlike agency retainers, where you use it or lose it, your unused flex budget will roll over for up to three months to ensure you get full value from your subscription. How much does a typical design project cost? As you can imagine, per-project pricing depends on a variety of factors related to your project. However, you will always get a transparent quote for each project. Please contact our sales team to discuss your needs, and receive a personalized quote on any particular project. Generally, we're significantly less expensive than agencies and a bit more expensive than individual freelancers since we offer project management and creative direction. And, it gets more efficient with scale the longer we work with you. How does the service fee work? With a fixed service fee of \$1,000/month, you get access to all our services, a dedicated account management team, our platform, and integrations with your favorite tools like Asana, Slack, and Figma. This ensures we can maintain the dedicated and high-quality support you expect from us 24/7! It looks like using AI Services saves me money. Why can't I use AI on all projects? AI design and creative services represent a massive opportunity, particularly for Superside customers who can plug into a full-stack creative team who are experts in AI workflows. However, not every single project requires AI benefits. Today, outputs like infographics and charts are best with AI, while outputs like motion ads benefit from AI. Where there is value to be found, your creative team will absolutely recommend AI-enhanced services. What are good uses for a Booster? What is the minimum spend for a Booster? The minimum purchase for a Booster is \$10,000. What is a Booster, and how does it work? A Booster is a flexible, one-time increase in your Superside budget that allows you to fund major projects, seasonal campaigns, or exploratory work outside of your standard subscription. Boosters always start on the first of the month and can last up to three months. How far in advance do I need to purchase a Booster? To ensure proper planning and staffing, Boosters must be purchased at least two full calendar months in advance. For example, if you purchase a Booster in April, it will start in July. If you need a Booster to start sooner (e.g., June), it will require management approval. Read the full report on Superside's business impact. Check it out October 6, 2024 By Roger Match Content Marketer TLDR Your business needs a new logo. But you don't have a creative team (or your team is too busy to brainstorm, let alone dedicate the time needed to narrow logo down options). You need a design crew that can hit the ground running and bring your brand identity to life with a logo that sets you apart. Get the ball rolling with our pick of the best logo designers for 2025—and insider tips on how to make the ideal choice. Your business logo is one of the most critical aspects of your brand's visual identity. It tells the world who you are, what you stand for, and what you have to offer. Exciting, but also nerve-racking. Ensuring your brand stands out can be hard in a world of infinite options, short attention spans, and a gazillion competitors. Designing a good logo means producing a string of options. Chances are, your in-house design team is too swamped with other projects to take this on. Or maybe you don't even have a team (new business, we presume?). One thing you definitely don't have time for, either, is researching and vetting every logo design agency out there. Read on for our list of top logo design agencies that can take your brand from invisible to invincible in 2025. Why Logo Design Matters Good logo designers can help identify the spirit of your brand and capture it in a simple, memorable, and unique emblem. It's not an easy process, but it's worth getting right. Your logo tells customers at a glance what they can expect from you. A high-quality logo doesn't just identify your product or service but communicates your brand's values. Are you creative, slightly offbeat, classically corporate, or cozy and homespun? According to this report from Harvard Business Review, the simplicity or complexity of a logo can influence investors' funding decisions, and the symmetry or asymmetry of a logo can boost brand equity. A good logo is also memorable, quickly recognizable, and won't have potential customers confusing you for someone else. Working with professional logo designers who recognize your unique offering and positioning—and can help you capture those values—is therefore essential. Your logo doesn't stand alone, either. Good logo designers understand that it's the starting point for your brand's entire visual identity, which needs to be consistent across every communication channel. A strong logo design will help shape the rest of your brand identity, capturing your brand's character, personality, aesthetic and values. Comprehensive Branding Services Check out our portfolio of brand identity work to see how Superside can help you seize opportunities and accelerate your creative pipeline. If you want your brand to stand out, a custom logo made by professional logo designers is worth spending on. Free logo makers are tempting, but won't give you the custom results you need. Freelance marketplaces are another option, but in most cases, you'll be putting in a ton of effort compared to the return. In the long run, bringing in a logo design agency or company is probably your best option. Designing a new business logo or embarking on a rebrand should be an exciting creative challenge, not a drawn-out, painful process. The best logo design company for you can meet this challenge head-on and will work closely with you to ensure your logo captures your brand's spirit. How Logo Design is Evolving in 2025 We're no strangers to logo design. We know how impactful it is for companies to have a logo that resonates—and we've worked with some of the biggest brands to make it happen. From AI logo generators to tailored AI prompts that supercharge the creativity of our experts, we've found the sweet spot: seamlessly integrating creative expertise with the unique needs of your brand. That's why we proudly call ourselves your creative team. In 2025, logo design will continue to grow and evolve, fueled by innovation and the increasing demand for standout branding. Whether we're talking about tools, services, or agencies, one thing is clear: a great logo will move your brand than ever for enterprises. It needs to be more than memorable—it must be impactful at first glance, commanding attention and leaving a lasting impression. And let's be honest, you already know the power of a great logo. Now it's time to embrace the evolution and take your branding to the next level. Elevate performance. Superside's AI Design Services help enterprises go faster, reduce costs and deliver high-quality assets at scale. We'll help you get tomorrow's possibilities on today's deadline. What to Look For in a Logo Design Company Not all logo designers are created equal. Depending on your industry, budget and needs, your options could include anything from a free logo maker tool to a large agency offering a complete custom logo design service plus all the branding bells and whistles. Do your research and get a clear idea of what you need from your logo designer before narrowing down your choice. Here are some tips for choosing your logo design firm. 12 Best Logo Design Companies in 2025 Ready to transform your logo from meh to wow? Join us as we explore the best logo design services and companies of 2025—your gateway to unforgettable branding.1. Superside Services offered: Location: Globally distributed across the Americas, Europe, Africa and Asia Pricing: Subscription packages from \$10,000 and up. Great for: Enterprise and mid-market companies, from tech and SaaS to consumer goods, who want the flexibility of a full creative team on call, every step of the way. Superside is much more than just a logo design agency. Our globally distributed, diverse team offers every design service under the sun. Our full-stacked subscription model means you can access a fully stacked creative team for your entire logo design and branding journey. Designing a logo usually goes hand-in-hand with updating and creating all kinds of new brand collateral and creative assets. While just designing a logo could be relatively quick, incorporating your new visual identity into your website, packaging and marketing is a much bigger project. Take a look at a recent rebranding project we did for Quattr, including a new logo alongside a whole new brand identity. All this under our completely transparent, flexible pricing packages (no wool over your eyes). Plus, Superside is at the cutting edge of design service delivery, with options to incorporate new AI technologies with a human creative touch into our ads, illustrations and branding services. Your dedicated Superside team can help you craft your new logo while you perfect your product or service—and augment your existing team at any point. No delays, just top-quality, on-brand creative.2. Pentagram Services offered: Custom logo design and branding Graphic design Packaging and print design Exhibitions and installations Data visualization Location: Austin, Berlin, London, New York Pentagram is collectively owned by 24 partner designers, so every designer on the team has a personal investment in the firm's work. They work across disciplines but are best known for their branding and visual identity skills, including professional logo design. Pentagram has been around for over five decades, working with clients of every size across multiple industries. This agency has done brilliant branding work for major institutions like the Memphis Art Museum, the V&A Museum, Channel 4, the Yale School of Architecture and many more. Choose Pentagram, and you'll be in safe hands. Pricing: On request Great for: Mid-sized and larger brands who still want a hands-on personal touch. Pentagram has worked on branding for several museums, architectural firms and other creative and cultural industries, so they might be a good fit if you have a similar brand.3. Gershoni Creative Services offered: Logo design, branding and visual identity Content and copywriting Graphic design Strategic planning and communications Photography and videography Experiential and exhibition design Illustration Social marketing Location: San Francisco and Dallas, USA If you need branding and visual identity help beyond just a quick logo and some business cards, Gershoni Creative is an excellent place to start. They've been in the game as a full-service creative agency since 1996, and have worked on everything from local artisanal brands to major players like Patrón Spirits, Deloitte, Spotify, Espresso and the San Francisco Art Institute. Take a look at their stunning visual system design for the San Francisco Art Institute. The school needed a new logo and visual identity to capture its creative spirit—and Gershoni certainly delivered. Pricing: On request Great for: Larger enterprises who need logo design and branding services but also need the weight of an established, full-service advertising and design company behind.4. Banowetz & Company Inc. Services offered: Logo design, branding and visual identity Graphic design Advertising Media and communications Marketing strategy and planning Location: Dallas, Texas Banowetz & Company are a full-service branding, design and advertising firm that's been around since 1988. They offer ground-up branding for new ventures, as well as the full range of design, collateral and communications material any brand from tiny to global could want. Their logo designs are usually minimalist and impactful, telling great stories with simple shapes and clean lines. Their work includes logo design for the classical pianist Alessandro Mazzamuto, transforming his initials into an immediately recognizable pictorial of a grand piano. They also did branding for T45, a New York City bar and restaurant, evoking roadside wayfinding signage with just a few clean lines. Past clients include hospitality, arts and culture, entertainment, fashion, non-profit and corporate. Pricing: On request Great for: Established and larger brands who need the full package, from visual identity design to media strategy.5. LogoWorks Services offered: Logo design Brand identity Web and email design Print design Packaging and labeling Branded apparel Location: New Bern, North Carolina (USA) LogoWorks have been around since 2001. With over 300,000 logos in their portfolio, they definitely have the kind of long-standing experience you want in a design company. This agency works with a large international team of freelance designers, supplying a dedicated US-based project manager for each client. Their price point is designed for accessibility, with a range of options for everything from a quick logo redesign to a full branding partnership. Pricing: \$49-\$99 for a quick logo refresh; \$199-\$599 for a new design. Great for: Small and mid-market enterprises needing a quick turnaround on a new logo. Beyond logo design, LogoWorks offers full "design partnership" retainers for companies that need to outsource graphic design services for a specific period or project.6. The Logo Boutique Services offered: Logo design Business cards, brochures and stationery Web design Location: Fort Lauderdale, Florida The Logo Boutique specializes in low-cost logo design but also offers additional basic graphic design services. They've worked with over 25,000 clients since their founding in 2001. Their logo portfolio includes everything from political campaigns to nail bars. The Logo Boutique offers a fast turnaround time and a set of clearly priced logo design packages to suit different needs and budgets. Once you have a logo you like, they can also create your business cards, stationery, brochures and web design. Pricing: Logo design packages from \$99-\$159. Great for: Small companies and startups that don't have much to spend but need a solid brand identity produced fast, through a predictable and clear process.7. The Branx Services offered: Brand identity and visual systems, including logos Brand collateral UI design Web development and design Location: Cádiz, Spain New Kid on the block The Branx was founded in 2019, and focuses specifically on branding services for tech startups. This multidisciplinary team prides itself on its holistic approach, and its ability to develop brand identities closely aligned with its clients' business goals and values. Their deep knowledge of the tech industry, from SaaS to FinTech and AI, makes them a great choice for emergent tech brands. Pricing: Pricing estimates start from between €5,000 and €11,000, depending on the project (\$5,000 to \$12,000). Great for: Tech startups looking to take the leap from development into public visibility, especially those that need more branding support than just a bargain-basement logo.8. LogoNow Services offered: Logo design Print design Web design Location: Melbourne, Australia LogoNow specializes in logo design but also offers print branding and basic web design. Their offerings focus on keeping the cost of entry low for new businesses and startups. Their logo design packages include unlimited revisions and a money-back guarantee. LogoNow has worked with several local brands in their hometown of Melbourne, Australia, but also offers services with the unique needs of your brand. That's why we proudly call ourselves your creative team. In 2025, logo design will continue to grow and evolve, fueled by innovation and the increasing demand for standout branding. Whether we're talking about tools, services, or agencies, one thing is clear: a great logo will move your brand than ever for enterprises. It needs to be more than memorable—it must be impactful at first glance, commanding attention and leaving a lasting impression. And let's be honest, you already know the power of a great logo. Now it's time to embrace the evolution and take your branding to the next level. Elevate performance. Superside's AI Design Services help enterprises go faster, reduce costs and deliver high-quality assets at scale. We'll help you get tomorrow's possibilities on today's deadline. What to Look For in a Logo Design Company Not all logo designers are created equal. 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Depending on your industry, budget and needs, your options could include anything from a free logo maker tool to a large agency offering a complete custom logo design service plus all the branding bells and whistles. Do your research and get a clear idea of what you need from your logo designer before narrowing down your choice. Here are some tips for choosing your logo design firm. 12 Best Logo Design Companies in 2025 Ready to transform your logo from meh to wow? Join us as we explore the best logo design services and companies of 2025—your gateway to unforgettable branding.1. Superside Services offered: Location: Globally distributed across the Americas, Europe, Africa and Asia Pricing: Subscription packages from \$10,000 and up. Great for: Enterprise and mid-market companies, from tech and SaaS to consumer goods, who want the flexibility of a full creative team on call, every step of the way. Superside is much more than just a logo design agency. Our globally distributed, diverse team offers every design service under the sun. Our full-stacked subscription model means you can access a fully stacked creative team for your entire logo design and branding journey. Designing a logo usually goes hand-in-hand with updating and creating all kinds of new brand collateral and creative assets. While just designing a logo could be relatively quick, incorporating your new visual identity into your website, packaging and marketing is a much bigger project. Take a look at a recent rebranding project we did for Quattr, including a new logo alongside a whole new brand identity. All this under our completely transparent, flexible pricing packages (no wool over your eyes). Plus, Superside is at the cutting edge of design service delivery, with options to incorporate new AI technologies with a human creative touch into our ads, illustrations and branding services. Your dedicated Superside team can help you craft your new logo while you perfect your product or service—and augment your existing team at any point. No delays, just top-quality, on-brand creative.2. Pentagram Services offered: Custom logo design and branding Graphic design Packaging and print design Exhibitions and installations Data visualization Location: Austin, Berlin, London, New York Pentagram is collectively owned by 24 partner designers, so every designer on the team has a personal investment in the firm's work. They work across disciplines but are best known for their branding and visual identity skills, including professional logo design. Pentagram has been around for over five decades, working with clients of every size across multiple industries. This agency has done brilliant branding work for major institutions like the Memphis Art Museum, the V&A Museum, Channel 4, the Yale School of Architecture and many more. Choose Pentagram, and you'll be in safe hands. Pricing: On request Great for: Mid-sized and larger brands who still want a hands-on personal touch. Pentagram has worked on branding for several museums, architectural firms and other creative and cultural industries, so they might be a good fit if you have a similar brand.3. Gershoni Creative Services offered: Logo design, branding and visual identity Content and copywriting Graphic design Strategic planning and communications Photography and videography Experiential and exhibition design Illustration Social marketing Location: San Francisco and Dallas, USA If you need branding and visual identity help beyond just a quick logo and some business cards, Gershoni Creative is an excellent place to start. They've been in the game as a full-service creative agency since 1996, and have worked on everything from local artisanal brands to major players like Patrón Spirits, Deloitte, Spotify, Espresso and the San Francisco Art Institute. Take a look at their stunning visual system design for the San Francisco Art Institute. The school needed a new logo and visual identity to capture its creative spirit—and Gershoni certainly delivered. Pricing: On request Great for: Larger enterprises who need logo design and branding services but also need the weight of an established, full-service advertising and design company behind.4. Banowetz & Company Inc. Services offered: Logo design, branding and visual identity Graphic design Advertising Media and communications Marketing strategy and planning Location: Dallas, Texas Banowetz & Company are a full-service branding, design and advertising firm that's been around since 1988. They offer ground-up branding for new ventures, as well as the full range of design, collateral and communications material any brand from tiny to global could want. Their logo designs are usually minimalist and impactful, telling great stories with simple shapes and clean lines. Their work includes logo design for the classical pianist Alessandro Mazzamuto, transforming his initials into an immediately recognizable pictorial of a grand piano. They also did branding for T45, a New York City bar and restaurant, evoking roadside wayfinding signage with just a few clean lines. Past clients include hospitality, arts and culture, entertainment, fashion, non-profit and corporate. Pricing: On request Great for: Established and larger brands who need the full package, from visual identity design to media strategy.5. LogoWorks Services offered: Logo design Brand identity Web and email design Print design Packaging and labeling Branded apparel Location: New Bern, North Carolina (USA) LogoWorks have been around since 2001. With over 300,000 logos in their portfolio, they definitely have the kind of long-standing experience you want in a design company. This agency works with a large international team of freelance designers, supplying a dedicated US-based project manager for each client. Their price point is designed for accessibility, with a range of options for everything from a quick logo redesign to a full branding partnership. Pricing: \$49-\$99 for a quick logo refresh; \$199-\$599 for a new design. Great for: Small and mid-market enterprises needing a quick turnaround on a new logo. Beyond logo design, LogoWorks offers full "design partnership" retainers for companies that need to outsource graphic design services for a specific period or project.6. The Logo Boutique Services offered: Logo design Business cards, brochures and stationery Web design Location: Fort Lauderdale, Florida The Logo Boutique specializes in low-cost logo design but also offers additional basic graphic design services. They've worked with over 25,000 clients since their founding in 2001. Their logo portfolio includes everything from political campaigns to nail bars. The Logo Boutique offers a fast turnaround time and a set