

Why Having an In-House Graphic Designer at Dealey Media International Is a Game-Changer

At Dealey Media International (DMI), we don't just "do design"—we solve real-world business problems through visual storytelling. Whether you're a business owner switching website platforms and want to preserve brand elements from a previous vendor, a content creator in need of cohesive branding, or a course creator looking for eye-catching visuals for your new program, having an in-house graphic designer on the DMI team makes your life easier, faster, and more affordable.

But what truly sets DMI apart is the way we *do logos*. Most design firms offer 3–5 logo concepts and ask you to pick the one you dislike the least. At DMI, we flip that experience on its head. We believe creativity doesn't live in a box—and neither should your brand.

Our Signature Logo Package: Creative Collaboration at Its Best

At DMI, we bring multiple designers to the table—each with their own unique artistic voice—resulting in **50+ logo concepts** to review in just three business days. This approach is grounded in a simple but powerful truth: no one creative mind sees things the same way. By combining talents, we push beyond what even *you* thought was possible for your brand.

Here's how it works:

Day 1–3:

Our team of designers gets to work. You receive a rich variety of logo concepts—each line of design reflecting different fonts, layouts, icons, and artistic direction.

Day 4:

We hop on a Zoom call and review the concepts together. You give your *instinctive* response:

👍 Thumbs Up

👉 Neutral

👎 Thumbs Down

We narrow your favorites down to **three final contenders**.

Days 5–6:

You take 48 hours to reflect on the top 3. This ensures your final decision isn't rushed—you get time to breathe, visualize, and imagine the logos in use.

Day 7+:

You provide your final edit requests—maybe you want a different font, color adjustment, or to tweak an element. Our team finalizes these, and then... you choose *the one*.

You'll receive all file formats for your final logo—including a **transparent version**. Why does that matter? A transparent file lets you seamlessly place your logo on any background while maintaining brand integrity across all platforms, from websites and videos to print materials.

We Go One Step Further: Full Intellectual Property Transfer

We're proud to be among the few design firms that include an **Intellectual Property (IP) Release Agreement** with your final logo. This document ensures that **you own your logo outright**. No hidden rights. No future licensing fees. Your brand is truly *yours*.

Bonus: High-End Design at Small-Business Pricing

Despite the comprehensive, premium experience we offer, our logo package remains **one of the most affordable in the U.S. market**. That's part of our commitment to helping small businesses and creators look as polished and professional as national brands—without breaking the bank.

Bottom Line:

Having a graphic designer in-house means your vision is never lost in translation. It's immediate, collaborative, and effective. From logo design to visual branding for courses, websites, and content, **Dealey Media International delivers high-quality, custom graphics that are rooted in strategy, creativity, and ownership**.

If you're ready to take your visual identity seriously—and affordably—we're ready to create something you'll be proud of.

BOOK A 30 MINUTE "DISCOVERY" CALL