



## LogoMaker

### Overview

LogoMaker ([www.logomaker.com](http://www.logomaker.com)) is a leading web-based design service that allows users to design their logo online in real time. The website uses Macromedia Flash and includes thousands of images that can be customized and combined with text to create unique logo designs as well as an online store that sells business cards, stationery, apparel and promotional products with customers' logos.

### High-quality logos in minutes

LogoMaker was developed to make logo design as simple and affordable as possible. Small business owners, regardless of whether they have a design background or not, can design a logo in minutes with LogoMaker's easy-to-use online logo creation tool.

LogoMaker provides full control throughout the logo design process, from customizing fonts to incorporating multiple colors. Small businesses can choose from more than 10,000 icons to create a professional, memorable logo for their unique business identity. After creating a logo, small businesses can shop at the LogoMaker Store to incorporate their logo on business cards, stationary, shirts, pens and many other promotional items. To date, thousands of customers have developed their logos online using LogoMaker.

### Looking ahead: HP and LogoMaker

HP recently announced it has signed a definitive agreement to acquire Arteis, a privately held company that operates Logoworks and LogoMaker. Through this acquisition, HP is broadening its portfolio of solutions for small businesses to better address their needs for greater marketing effectiveness. HP plans to greatly expand and enhance LogoMaker's simple-to-use, web-based design services and use independent print service providers to help deliver a great value to customers.

As the leading provider of printing solutions to small businesses, HP is in a unique position to provide small businesses the right mix of cost savings, flexibility and professional quality. With LogoMaker, HP will continue to reduce high design and creation costs while offering professional quality to enable small business customers to drastically improve their marketing effectiveness.

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)

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