



## Logo Design Process

There is a lot that goes into designing a logo. There are a lot of “behind the scenes” hours so-to-speak that the client may not ever see. I think it’s important for the client to at least have a little bit of an idea as to what goes on during the design process. Hopefully this will help give you a little insight into what I do when I design a logo.

### **Brief/Report**

- This is basically a form of specific questions that the client is asked to fill out. It gives me insight as to what you are looking for, what you need, what your competitors look like, and who your consumers are.
- An effective logo cannot be created without this information.

### **Research**

- After I have reviewed the brief/report, I can effectively conduct research. I research your company history and culture.
- I also conduct research of your competitors and consumers.

### **Sketching**

- Old school pencil to paper.
- This is a very crucial step to the design process. Once I am happy with the concept(s) I will transfer to the computer.

### **Computer Concept**

- This is where my pencil concept is brought to life.

### **Presentation**

- I will send a few concepts to the client for review in a PDF format.
- This is where the client gives any feedback.
- If revisions are needed, they will be made and presented again.
- Once the client has “okayed” the final, I start getting the final files ready.

### **Send Files**

- The final files are packaged and emailed to the client
- The logo is sent in full color and black/white.
- The logo is sent in EPS, GIF, and JPG. Other file types can be sent upon request.

### **Follow-Up**

- My job is not finished when I hit “send” with the final logos attached.
- I provide support for any follow-up questions.
- This is also where I receive feedback on the process/design from the client.