



LOGO DESIGN PROCESS

BRIEFING

You will provide us with information about your brand, the target audience, the messaging, etc., and nail down the look and feel via a short ***Design Request Form*** that can be found on our website. This info will inform the design choices!

SKETCHING/DIGITAL CONCEPTS

We use all info gathered from your ***Design Request Form*** to come up with **4-6** strong concepts for the logo and create a presentation for you to see them all, complete with background info/context (***if necessary or applicable***). Once you make a selection/provide feedback, we move on to the next step!

DIGITAL REFINEMENT

In this stage, we take the selected concept and refine it. We also create various iterations that focus more on the smaller differences and fine touches. Once the selection for the final direction has been made we move onto the color palette.

COLOR

Once the concept has been finalized in black and white, we will apply full color to the concept. On the ***Color Stories Form***, you'll be asked to select up to **3 color stories** to explore. We create iterations of the logo in different combinations of the selected colors and work toward creating a palette for the brand that best speaks the brand's messaging. We want the colors to be synonymous with the psychology behind the brand instead of choosing at random. If color palettes were provided by you, that will automatically be considered for one of your color palette options!

FINAL OUTPUT

Finally, when everything has been finalized, we create a ***Brand Guidelines Document*** for you (***if applicable/requested***) with the official colors and codes, official fonts, and best use suggestions for all variations of the official logo. We send you this and all necessary logo files in a compressed folder via email and then it's complete!