



## LOGO DESIGN PROCESS

### BRIEFING

We discuss your brand, the target audience, the messaging, etc., and nail down the look and feel via a short creative brief form that can be found on our website. This info will inform the design choices!

### SKETCHING/DIGITAL SKETCHING

We use all info gathered from our conversations and the creative brief to come up with 6-10 strong sketch 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, we move on to the next step.

### DIGITAL REFINEMENT

In this stage, we take the selected sketch and clean it up in Adobe Illustrator. We also create various digital 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 logo's been finalized in black and white, we try it out in full color. On the creative brief 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.

### 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!