LOGO DESIGN • CREATIVE PROCESS FLOW CHART

CLIENT INPUT

WE'LL REFERENCE THE INFO YOU PROVIDE ON THE CREATIVE BRIEF AS WELL AS ANY OTHER INFO WE'VE GATHERED FROM YOU.

DESIGN TRENDS

WE REVIEW CURRENT DESIGN TRENDS AND THEMES BEING USED IN THE MARKETPLACE TO HELP DEVELOP A UNIQUE SOLUTION.

RESEARCH / CONCEPT

EXPLORATION OF VISUAL IDEAS AND GRAPHIC CONCEPTS THAT SUPPORT THE CREATIVE BRIEF AND WILL MAKE FOR A STRONG MARK.

COLOR THEORY

DEVELOP A GRAPHIC STANDARD FOR COLOR THAT REINFORCES THE BRAND AWARENESS OF YOUR NEW LOGO / IDENTITY.

STAGE NUMBER 1

STAGE 1

DESIGN OPTION 1

B&W
COMP*
E-MAILED
AS JPEG

COLOR
COMP
E-MAILED
AS JPEG

DESIGN OPTION 2

B&W
COMP*
E-MAILED
AS JPEG

COLOR
COMP
E-MAILED
AS JPEG

DESIGN OPTION 3

B&W
COMP*
E-MAILED
AS JPEG

COLOR
COMP
E-MAILED
AS JPEG

STAGE NUMBER 2

STAGE 2

CHOOSE 1 DESIGN OPTION TO PURSUE[1]

FRANKENSTEINING** IS NOT ALLOWED! YOU CANNOT MIX AND MATCH GRAPHIC ELEMENTS BETWEEN DESIGN OPTIONS.

STAGE NUMBER 3

STAGE 3

REVISION & TWEAKS[2]

AT THIS STAGE YOUR CHOSEN DESIGN OPTION WILL RECEIVE ANY NECESSARY REVISIONS TO REFINE THE LOGO.

STAGE NUMBER 4

STAGE 4

FINAL VERSION OF NEW LOGO[3]

(SET IN STONE)

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STAGE 1

THE DESIGN OPTIONS WILL BE CREATED USING THE INFORMATION PROVIDED BY YOU IN THE 'CREATIVE BRIEF'. **SO TAKE YOUR TIME TO FILL OUT BRIEF ACCURATELY TO INSURE A SUCCESSFUL SOLUTION.**

THE CREATIVE BRIEF INPUT YOU PROVIDE IS USED TO FOCUS ON THE CREATIVE DEVELOPMENT PROCESS TO PREVENT WASTED TIME AND CALL-BACKS TO THE CLIENT. WE WILL ALSO UTILIZE ANY ADDITIONAL INFO YOU MAY HAVE PROVIDED IN OUR CONVERSATIONS.

*COMP: COMPREHENSIVE ROUGH DRAFT. (BLACK AND WHITE COMPS WILL ONLY BE SENT UPON REQUEST)

STAGE 2

[1] CHOOSE ONE OF THE THREE DESIGN OPTIONS TO PURSUE.

****FRANKENSTEINING:** THE PROCESS OF COLLECTING GRAPHIC PARTS FROM DIFFERENT DESIGN OPTIONS AND COMPILING THEM INTO ONE NEW OPTION. WHAT YOU END UP WITH IS A LOGO WORTHY OF A RIOTING MOB CARRYING TORCHES AND PITCH FORKS & NOT A GOOD DESIGN SOLUTION.

STAGE 3

[2] **REVISIONS:** NEW COLOR EXPLORATION, CHANGE OF FONT USAGE, SIZING ETC. TAKING THE DETAILS AND FINE TUNING THE PRECISION SO YOUR NEW LOGO IS REFINED TO A POLISHED STATE.

REVISIONS DO NOT INCLUDE NEW DESIGN OPTIONS UNLESS PREVIOUSLY AGREED UPON BEFORE THE CREATIVE PROCESS HAS STARTED.

STAGE 4

[3] **FINALIZED LOGO DESIGN.** NO FURTHER TWEAKS OR REVISIONS NEEDED. THIS IS YOUR NEW LOGO IDENTITY, READY TO BE USED ON ALL FUTURE MARKETING AND PROMOTIONAL MATERIAL.

APPLICATIONS OF LOGO

[4] NOT INCLUDED IN THE PRICE QUOTED FOR LOGO / IDENTITY DEVELOPMENT. (UNLESS REQUESTED AS PART OF YOUR QUOTE)

WE CAN QUOTE YOU A PRICE SEPARATELY TO DEVELOP ANY OF THESE APPLICATIONS FOR YOUR MARKETING NEEDS.

FINAL VERSION OF NEW LOGO

APPLICATIONS OF LOGO[4]

VARIOUS MARKETING MATERIALS.

- ENVELOPES, LETTERHEAD & BUSINESS CARDS
- SPECIALTY ADVERTISING
- BROCHURE & SELL SHEETS
- ADVERTISING & DIRECT MAIL
- SCREENPRINT EMBROIDERY
- SIGNAGE
- PACKAGING
- WEB SITE DEVELOPMENT