



# Welcome to the *Logo Design Process*

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# *The Design Process*

When designing a logo, our most important consideration is meeting your needs. There is a little known process that all professional logo designers follow -- the difference in this special process is that it requires a survey of the competitive landscape of your business to determine what works in your industry and target constituency or customer base.

## **Design Brief**

*Select a package and fill out our [logo design questionnaire](#)*

You will have a conversation with one of our specialists and receive recommendations and pricing for your logo design project. Upon your approval of our quote, you will pay your invoice and complete our **logo design questionnaire** form online. Your responses develop a creative brief that will give our design team a much better understanding of your business and audience and assist in creative direction. You should allot 15-20 minutes to complete the logo questionnaire thoroughly.

Once your design brief has been submitted, a project manager will contact you to review your project. This will be a good opportunity to discuss your **logo design project** a little further and share any additional ideas you may have.

## **Research & Creative Brainstorming**

We research your competitors' branding and review other industry logos. This allows us to problem-solve first and design later. If you provided us with a sketch or specific ideas on how your logo layout (colors, positioning, logo type, fonts), then we will also look at other similar successful logos. We take this step to be aware of current styles and trends, because longevity is key in logo design. Although not usually the case, we may be in regular communication with you during this stage to get additional creative direction.

Research is a critical stage in the logo design process, as this ensures that your logo will differ from the competitors and it also sets a benchmark – your logo must be better than all of the competitors.

## Feedback and Revisions

Now, you have the opportunity to evaluate the initial designs and decide "where you want us to go." You might like the color choices of one design, the font from another and the layout from yet another! You can mix, match, and combine those elements. You might also have some new, additional ideas to inject into the design.

You will submit your revisions and feedback through our portal directly -- not via email. After we get your instructions, we do the necessary revisions and let you look at them. The best feature of our online portal is that it is a central place where you can view all iterations of your design and all communication between us, without having to refer to and keep track of many emails or download multiple files to your computer. It's an interactive process based on open communication between our designers and clients, and it works wonderfully. *It is important to be aware of how many revisions are included with the package that you selected (some include unlimited revisions).*

## Presentation

Once you have identified a design as approved in our online portal, we will begin to make final tweaks and prepare your logo for many uses, such as printing. Since we collaborate online with you, this process is incorporated into the previous one.

## Delivery

We will deliver the appropriate files that are included with your selected logo package. More often than not, we will cater to specific file format or sizing requests as a complimentary service -- at our discretion. Again, these files will be posted in the secure client proof approval portal. Depending on your logo package, your files will be archived here for you to refer back to in the future. Don't worry about your computer crashing and losing your logo files or accessing them while on vacation.

## Support

What we offer doesn't end once your files are delivered. Should any design-related questions arise, We're on hand to answer them, or to offer our opinion on how the new design should be applied.

Please remember that we also do wholesale print fulfillment and can provide logo design usage manuals for an additional charge.

# *Logo File Formats Received*

All file formats provided are compatible with both Mac and PC platforms. Here is an overview of the file formats that we provide:

## **Vector File Formats: .EPS & .AI**

### **EPS (CMYK Color)**

This is your fully editable master file that all the other file types are created from. You need specialist software to work with this file called Adobe Illustrator. The eps file is fully editable with the fonts flattened.

The eps file is a vector file. Raster files are made up of tiny dots, clearly visible under a microscope. This means that when enlarged in size or reduced significantly in size, raster type files will lose quality. Vector files on the other hand do not suffer from this loss of quality because the image software uses a mathematical technique called vectoring to create the image. The eps vector file can be reduced and enlarged using the correct software without any loss of quality.

*This file format is also used by the majority of professional printers.*

### **AI File (CMYK Color)**

Fully editable stationery design master file.

Professional logo designers use vector drawing tools like Adobe Illustrator to create logo designs and not raster drawing tools like Adobe Photoshop. We also use Adobe Illustrator for stationery design as that is the industry standard for printers.

This file is perfect for professional printing and graphic design, but requires Adobe Illustrator (the industry design standard software).

### **Vector files are preferred for**

Traditional printing – business cards, letterheads, brochures and color advertising.

### **Can be used for**

Digital plotter (signage), file conversion (to pixel based images), scaling, silk screen, inclusion in Flash animation.

### **Not applicable for**

Web, Black & White reproduction.

# Raster File Formats: .PNG, .JPG, and .GIF

## **PNG (RGB Color) – 72 dpi.**

PNG files are a fairly new arrival on the scene. It is a web site file format supported now by most web browsers. The beauty of this format is that the quality of finish is usually high. The PNG file format also resizes much better than Gif files. PNG logo images are superior to other pixel based formats as they employ a 'lossless' data compression system.

One of the main advantages of a PNG formatted logo is the ability for the image to have a transparent background, unlike JPGs which do not feature transparency (requiring a background color for its 'bounding box'), and a superior alternative to GIF images which do, but sacrifice a substantial amount of image integrity to do so.

*You will receive your PNG file with a transparent background.*

# *Custom Add-Ons*

## **Logo Design Usage Guide**

Our PDF logo usage guide is an optional add-on of 3-6 pages in length and includes comprehensive information about:

- How your logo was created (structure)
- Color codes & format
- File formats included on a digital copy
- How to reproduce your logo in print material
- How to reproduce your logo in presentations and on-screen
- The minimum size requirements for your logo
- The minimum clear space requirements
- Logo file types and their purpose
- Font usage
- The preferred font choices for text on pages with your logo