

How does the logo design process work?

The Logo design brief and quote.

This stage is an information gathering exercise, to find the specifics and find the problem posed and the best possible means of solving it. You will need to fill in a logo design questionnaire, which is available at the following location: [Logo Design questionnaire](#).



After which I will be able to provide you with a competitive quote based on the project brief.

Research

After creating the design brief, I need to learn about your business by using various research methods, which includes general reading on your company's market and on your competitors, as well as your company's history and the Specific audience you are targeting with your business. This is complied and taken account of when designing your logo.



Visual research

This is where I seek visual clues on the best way forward using the research I have gathered. I often look at similar companies approach to their logo and see what is and is not working. I often collect various media and compare them together until I have enough information so I can begin...



Conceptualization

This is where the research and visual research comes together. Using creative work-flows such as mind-mapping and sketching I start to begin to draw up ideas, concepts, shapes and styles and refine them using computer software. From these I select the best concepts and will present them to you.



Presentation

I will present to you concepts with rationale reports for each. This gives you a clear understanding of the choices I've made including symbolism, colour psychology, typography relationships and any concerns, and considerations.

At this stage you have time to give input and give amendments to make decisions on how to move forward with the design of the logo by communicating and analyzing how we can development and refine the idea into an end product.

I can also supply you with a mock-up of how your logo will look on a business card, website or other real world example so you can see the logos use in a variety of situations upon request.

Revisions and finalization

Once the revisions have been completed and you are happy with your final logo I will begin creating the file types needed including the original design files and scalable versions.

Ready to begin your logo design project?

To begin your project please either:

Drop me an email at:

Robin@graphic-all-design.co.uk

or phone me on:

0790 5102 627

