

WHAT TO EXPECT

Whether you are branding for the first time or rebranding*, our comprehensive design process has you covered. Below is an outline of our process, we see this as truly collaborative and will keep you informed every step of the way!

****If you are rebranding and/or we are creating logos for multiple brands/products, the design process may vary, depending on the specifications of your brief. We will communicate any differences with you along the way.***

PHASE 1: CONCEPT DESIGN

Based on your answers to the branding questionnaire (and any other imagery you provide), we will create and present 6-8 black and white design concepts. The concepts will be presented to you by our Lead Graphic Designer via video call, and accompanied by a high resolution pdf pack that will be sent via email after the call.

During the call, our designer will walk you through each design concept, along with notes explaining the creative vision and direction for each, giving space for initial feedback and any questions you might have.

If you are pleased with the direction, we will invite you to select your preferred concept* to move forward with.

PHASE 2: DESIGN DEVELOPMENT

Once a concept has been selected, we will move into the design development phase. This includes up to two rounds of design development, or 4 hours of design time (whichever comes first). As we progress throughout this process, we will keep you informed as to where you are at.

All rounds of development will be presented digitally via email by our Lead Designer, who will share rounds of development via Loom screen recordings, walking you through the developments in detail, for you to feedback on. These videos will also be accompanied by high resolution pdfs of the design developments, for you to review at your leisure.

Once your design is finalized in black and white, we will move into the color phase. Based on your preferred color scheme, from mood boards/color palettes you have shared with us, we will create a custom color palette, and add those colors to your logo, presenting you a range of combinations to select from. This stage includes one round of feedback and development, of up to 1 hour of design time.

PHASE 3: FINAL FILES AND BRANDING ASSETS

Once your logo has been finalized, we will provide you with a package of digital files in a variety of different formats suitable for print and digital use (PDF, EPS, JPEG, and PNG) in both your selected colors, and black and white. We will also provide the fonts and any graphic elements used as separate files. We will also be able to provide guidance on usage and answer questions you might have about the files.

****Any additional design time accrued for logo versions outside of the agreed upon branding package will be billed at our standard design rate.***

For the additional branded assets, we will provide 2 versions of each for you to choose from (production of business cards is not included). ***Any additional versions will be billed at our standard hourly rate.***

Please refer to your Terms and Conditions for details on creative licensing and artistic release. A 50% deposit and signed Terms and Conditions Agreement must be received before work begins.