

Bring it to Life

Logo Design



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Logo Design Process

LOGO DESIGN PROCESS

Your logo reaches everyone who has any contact with you and is the first impression someone will have of your company. Because of its potential impact, your logo must offer a favourable impression of your business. Present yourself clearly and dynamically, and you'll look like a pro, even if your office is in your home's basement.

There are a number of steps involved in creating a logo that best represents your business, the steps outlined will highlight the process as we progress from a concept to the final product.

We believe this process is hierarchical and as such time needs to be spent on each step of the process.

THE DESIGN BRIEF

This is part of the process that is often skirted over in too little detail. A solid logo design brief ensures that no time is wasted, and that you receive targeted logo options as soon as possible. The logo brief also helps us focus our attention on the areas that best serve your business in its endeavours to better communicate with its clients both internally and externally.

In order to assist you through the thought process we have created a design brief questionnaire, which will significantly assist our designers.

If you have not received the design brief PDF please request one from us.

RESEARCH AND BRAINSTORMING

We take the information you've given us, and begin the second stage taking the following into consideration; your competition, trends in the market, what sets you apart, your history, your future, your current brand, and the one you aspire to.

Again, it's important to provide as much information as possible in the logo design brief / questionnaire, in order for a comprehensive approach towards research and brainstorming.

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THE BRIGHTER IMAGE FOR BUSINESS

Logo Design Brief

Not many people enjoy filling in forms, but for your project to be successful we need some information about your business.

Name

Company Name

Telephone Number

Email Address

Website (if available)

You want to produce *(please circle)*

A new logo

Refresh a logo

Other

1 Please enter the name of your business? Exactly as you would like it to appear in your logo

2 What is the nature of your business? What is your core business?

3 Please describe in detail your products and services?

4 Do you already have an identity or logo design? If yes, why are you making the change?

5 What are some of the most important applications of your logo? Start with the most important (eg. Business Cards, Stationery Items, Posters, Signage, Website, Vehicles)

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6 Who are your main competitors?

7 In what way do you differ from your competitors?

- Product
- Expertise
- Years in Business
- Location
- Customer Service
- Other-Please Describe

8 Target Market: Who are your customers? Where are they? Is your product/services aimed at a particular sex / age / income range / group? Are yours mass products or niche products? Your positioning is based on price, quality or price/ quality ratio?

9 Which of the following characteristics describe the image you want to project? Modern, Traditional, Funky, Quirky, Classical, Abstract, Reserved, Contemporary, Familiar, Corporate, Other

10 Would you like a symbol or logotype?

- Symbol: This is a more abstract illustration with your company name typeset alongside
- Logotype: This incorporates your company into the logo itself.

11 Would you like to include a tagline with your logo?

12 Do you have a preference of colours to be used with your logo design?

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13 Do any existing corporate logos appeal to you?



14 Is there anything specific that you definitely DO want to see in your logo?



15 Is there anything specific that you definitely DO NOT want to see in your logo?



16 Please give us any other information that could assist us in producing your ideal logo and identity.



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