

LOGO DESIGN PROCESS

The importance of a professional logo for your company or organization is a critical aspect that you can't afford to overlook. This is your first impression upon your audience, and the chance to leave a lasting one. The key to a well designed logo is to create an emotional connection to your company that stays with your audience and strikes a cord within them. It needs to be simple, unique and powerful.

My logo development process typically takes 3 to 4 weeks and costs \$1,500. The payments are spread out over the process at key points. Below is a breakdown of our process and payment schedule. If you have any questions, please feel free to call me anytime at 360-609-5759 or email me at: Patrick@pdhCreative.com.

DISCOVERY

1. Initial Meeting

Our first meeting is an informal, "getting to know you" that typically lasts about an hour or so. It usually takes place at my office or by phone and is free and without obligation. This is where I find out about your project, company, or organization and what you're up to.

2. Proposal/Estimate

From here, I write up a formal proposal for the project. This typically covers the objective of the company logo, project timeline, costs, and an overview of the process. This is sent as a PDF document that can be signed, dated and submitted back to me if accepted.

3. Acceptance of Agreement

Upon acceptance of the proposal, we have a little paper work to take care of before we kick off the project. I will send a project agreement that more formally details our commitments to the project. I'll send this to you in PDF format via email to review. If you have any questions or need to revise the agreement, we work it all out so everyone is happy. I also send an invoice for the first of three phases. The three payment phases are split equally over the project. Once the Agreement has been signed and I have received the down payment, I can begin the discovery phase.

4. Discovery / Content

It is critical that I have a clear understanding of who you are, what your goals are, and what you are saying for the design process to be effective. This means that first I must really get to the heart and soul of what you're up to. This includes some questions that I'll go over with you to get an idea of your archetype and company personality as well as where you want to go and the possibilities you are creating.

DESIGN

5. Concepts

After I have discovered who you are and what you want to do, I begin to create rough concepts for you to review. I will send these to you as a PDF to get feedback from your associates or team. We then schedule a time to sit down to talk about the concepts and choose a direction to further develop. This can be a combination of elements from the various concepts or just refining the one that speaks to you the most. The choosing of the concept direction is an important step in the process. If after this point, I am asked to go back to other concepts, or explore a new direction, additional fees may be applicable.



6. Revisions

Based on your feedback and our conversations, I refine the chosen direction and deliver the revised concept in full color and black and white so that shape and layout can be examined independently from color. The logo fee is based on 3 rounds of revisions to the chosen concept. There may be additional charges for multiple revisions or major changes to the chosen concept or direction requested by the client. Any revisions beyond the included 3 rounds will be billed at our hourly rate separate from the set price of the logo.

7. Development

Guided by the final concept, I render the logo in vector format and detail the color pallet and type face until its perfect. I will then submit a final design for you to review before we render the logo into various formats. I'll burn a hard disc containing color and black/white versions of your logo for your safe keeping.

8. Delivery

Now that you have your new logo, you need to use it properly. I will create for you a specialized logo guide which details the color pallet formulas, any fonts that are used and information on file types and when to use them. With final delivery of materials, the final payment is due and you're off and running. From here, I can help you integrate your new logo across all your communications including you website, vehicle graphics, advertising, business cards, brochures and more.

Fee Schedule

Typically, I break the process into 3 payments: \$500 Upon signing the logo agreement, before discovery and concept phase. \$500 Upon concept approval \$500 Upon delivery of final files.

Please feel free to contact me with any questions about my process or pdhCreative in general.



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