

LOGO DEVELOPMENT, STEP BY STEP



Q How long does it take to create a logo?

It requires thoughtful consideration and collaboration to distill important information into one symbol. The logo will serve you for at least 10 years and more so it is important to not speed the process. It can take 6 to 8 weeks for a small company—add more time for larger corporations with several decision makers. A simple logotype solution can take much less time. Add 2 to 4 weeks to design the stationery system.

Q How do I prepare for working with a graphic designer?

The designer and/or marketing specialist can help you explore the following categories in order to establish the criteria for the logo:

- a definition and position statement of the company
- characteristics describing your image, as bold, trusted, etc.
- description of your target audience/customer
- samples of other company logos
- projection of where and how the logo will be used
- ideas, dreams, wishes

Q How will I recognize the perfect logo?

There will be one from several choices that resonates with you and meets the criteria you established at the beginning of the process. Your designer will help you with the decision of evaluating visual symbols.

Q How will we get our committee members to agree on one logo?

All decision makers should be at the launch meeting and presentation meetings. Each is responsible for sharing opinions and asking questions. Carefully select to whom, other than the decision makers, the in-process logo will be shown. People not invested in the outcome may offer negative opinions that could impede the process. Personal taste may inhibit a company logo. As you may love the color blue but it may be inappropriate for your company's identity. You may each have to compromise for the best solution.

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Q What is the process once a Graphic Design Consultant is hired?

Please refer to the article in pdf form:

**THE DESIGN PROCESS
DEMYSTIFIED**

which more completely outlines the steps in the working process.

1. LAUNCH MEETING

Initial meeting where the client brings wishes and goals to the designer.

2. PRESENTATION of ROUGHS

Initial comps with at least 3 directions with variations. Some designers present black and white comps; some prefer a more finished color presentation. Printer bids are compared.

3. PRESENTATION of COMPS

A more refined presentation based on feedback from the client.

4. APPLICATIONS OF LOGO

A color version of the logo is applied to selected business papers.

5. PRESENTATION OF FINAL ART

The logo is applied to the entire business system. Paper stock is chosen from samples. A printer is chosen.

6. PROOFING

Blue lines. Proof for 4-color.

7. DELIVERY

Printed pieces are delivered. Files for Web, etc. are transferred to the client.

8. STANDARDS

The designer prepares standards manual for a large company or basic guidelines for a small company.

The conceptualizing and strategy that guide the creation of a logo reflect the values and ideals of the company. The logo is integral to the company it identifies.