

# Logo Design Process

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Each logo we design is customized to capture the personality of the person or business. Choosing the right company to design your logo is as critical as the logo itself because during the design process, your designer must clearly understand what your intentions are and reflect it on paper. If the communication isn't clearly understood, time is wasted and cost goes up, not to mention you will always say it's "ok looking."

Remember: your logo represents you and your business, it's always money well spent!

## What logos mean

Logos are meant to be used as a simple, symbolic and original visual element telling your customers a little about you and your business practices. Most logos are designed with some abstraction, not too literal and straight forward, keeping it professional and original.

Our logo design process is very simple and straight forward.

- We need some details about your business. This can be done in person, through a phone conversation, email or our online logo form.

- Each  
logo design will start with 2 creative quality concepts sent to you via  
email or uploaded to our server viewable online.

- After  
a look is chosen, we will work on revisions of that logo.

- Revisions  
will be sent to you to approve, there may be more revisions.

- Final  
logo is approved, then uploaded on our server in various formats for  
future download. Formats may include but not limited to JPEG, PDF,  
Illustrator, EPS depending on your preference.

All our logos are created using no clip art or repeated art but hand drawn  
though a vector program so everything is original with no copyright infringements.  
Turn time for a logo is normally about 1-2 weeks.