



# Logo Design/Branding: Our Creative Process Step-by-Step

## Step 1

1h Brief Meeting with Client (face-to-face, or via phone, or via Skype) and go through the “Logo Design/Branding Planner” together / Research & Industry/application discovery / Brief precision from Client.

## Step 2

Logo Design - Sketching Brainstorming / Conceptualizing / Sketching / Draft Production (= best sketches computerizing) / Draft Design (proportion, font, colors etc.)

## Step 3

Logo Design - Reflection & Final touches / Presentation Mock-ups preparation. / 1h Presentation Meeting with Client (face-to-face, or via phone, or via Skype)

## Step 4

2 Rounds of Revisions from Client’s request(s) / Email communication with Client with revised design(s) / Obtention of Client’s final approval.

## Step 5

Final Logo Pack preparation and delivery of the following file formats: CMYK, Mono black, Rev White in EPS, AI, PDF, PNG, JPEG, BMP, TIF. (including horizontal version, vertical version & Monogram if applicable)

## Step 6

Design and supply 4 pages Brand Guideline with logo usage, positional and spacial consideration, logo application, colour palette, typeface usage.