



Graphic Design & Creative Services

# 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 as well. 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.

Our 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 us anytime at 360-609-5759 or email us at: [designteam@tribe2studios.com](mailto:designteam@tribe2studios.com).

## 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 our location or by phone and is free and without obligation. This is where we find out about your project, company, or organization and what you're up to.

## 2. Proposal/Estimate

From here, we 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 us 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. We send a project agreement that more formally details our commitments. We 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. We also send an invoice for the first of three phases. The three payment phases are split equally over the project. Once our Agreement has been signed and we have received the down payment, we begin the discovery phase.

## 4. Discovery / Content

It is critical for the designing process, that we have a clear understanding of who you are, what your goals are, and what you are saying. This means that first, we must really get to the heart and soul of what you're up to. This includes some questions that we 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.

## 5. Concept

After we have discovered who you are and what you want to do, we begin to create

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rough sketch concepts for you to review. Based on your feedback, we all decide on a direction to follow and begin to flesh out the chosen concept. It usually takes 1 to 2 revisions until everyone is happy and signs off. At this point, the second of three payments is due.

#### **6. Development**

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

#### **7. Delivery**

Now that you have your new logo, you need to use it properly. We 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, we can help you integrate your new logo across all your communications including you website, vehicle graphics, advertizing, business cards, brochures and more.

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