

THE LOGO DESIGN PROCESS

STAGE ONE: DESIGN CONCEPTS

Following on from a design consultation, I will create a selection of three or four initial concept designs, based on the brief we have discussed, which I will email to you, usually within one week of receiving the deposit or from the project start date (unless otherwise agreed).

From these initial design concepts, you can select a design that you like the best, or a combination of different parts of the designs that you like. If you feel that none of the designs is quite right, I will create one additional set of design concepts based on the brief, following a second design consultation.

After this stage, should you wish to have a further set of completely new design concepts, or want to change the design significantly from the original brief (at any time), an additional fee of £65 will be charged per new set of designs. Otherwise we will progress to stage two.

STAGE TWO: REFINING THE DESIGN

Once you have selected a design concept that you like I will work with you to refine that design. You may have up to four design revisions of your chosen design from this point, additional revisions will carry an extra charge, depending on the work required.

STAGE THREE: FILE DELIVERY

After the final logo design is approved, I will deliver your logo design to you in a package of several high quality, professional digital files, for both professional printing and use on the web.

Included in the package will be two hi resolution CMYK A4 size versions (with and without background), three versions optimised for the web (with and without a background, plus one designed for social media) and Print ready (vector) PDF and a .eps (vector) file.

Vector files are special files that can be scaled to any size without loss of quality. Please note, you may not be able to open this file yourself without specialist vector software, but this is the file you should send to professional printers or designers. I will then email you the final files or send you a link to an online secure storage space where you can download the files if they are too large to email.

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Logo design is £300

Deposit: £100

Final payment on completion.