



BDesigns | Web & Graphic Design

Logo Design Process

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Stage one: Design concepts

Following on from a design consultation and research, I will create a selection of at least three or four initial concept designs, based on the brief we have discussed, which I will email to you, within two weeks of receiving the deposit or from the project start date.

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 £75 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 (though this may include several minor variations within a revision idea) of your chosen design from this point. Additional revisions after this may carry an extra charge, depending on the work required.

Once the final design is confirmed I will also produce an alternative layout (where appropriate) of the design for use in smaller spaces such as logo profiles, plus versions of the design for use on a dark and / or light background.

Stage three: file delivery

Once the final logo designs are 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 jpeg, png, pdf, eps (vector) and pdf versions of your logo and alternative versions, in several sizes, in both print ready and web ready formats. Also included will be a style guide with the colours and fonts used in the logo, where appropriate and a guide to the file sizes and formats.

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.

On receipt of the final payment, I will send you a link to an online secure storage space where you can download the files. All files must be downloaded within one week of receipt of the link. Please note, I cannot send the completed logo files until the final payment for the logo has been paid in full.

Should you wish to also have any of the other different designs created during the logo process, in addition to your chosen design, a separate fee of £150 will be payable for each individual extra design.