

# / Logo Showcase

PORTFOLIO

2015

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# Logo Development

You know that you need a logo but the truth is you need more than just a logo – you need a logo that captures who you are. Our designers undertake a five-step process to create logos for our clients.

## / Step 1: Discovery

Without knowing about you, we can't create a logo that represents you. The first step in creating a logo is to learn all about you, your industry and business application. We will also learn about your company's culture, values, employees and customer base. Discovering who you are means asking the right questions. Through a series of in-depth conversations, we will uncover exactly who you are and how your logo should represent you.

## / Step 2: Brainstorming and Sketching

After completing the discovery process, our designers will conceptualize and sketch several ideas for a logo. Out of the many ideas we come up with, we will select a few of our best to show you. We will then help you decide which of our ideas best represents you.

## / Step 3: Design Drafts

You know what they say: practice makes perfect. Once we decide on the right logo, we will create as many drafts as it takes to get it right.

## / Step 4: Refinement

The refinement phase can be very labor intensive for everyone involved, but it is the necessary step that takes your logo from image to distinctive brand. At this stage, we will choose colors, add embellishments and finalize the look of the logo. This process usually involves a great deal of communication between you and our designers, as we send you our latest drafts and you tell us what you want changed. Once this process is complete, you will have a tailor-made logo for your business.

## / Step 5: Identity development

A logo is the cornerstone of a brand. With the logo firmly in place, we can establish your identity by taking elements from your logo – colors, images, fonts – and adding them to letterhead, business cards and promotional tools. Identity development ensures that everything that you give away, send out and present has a unified look.

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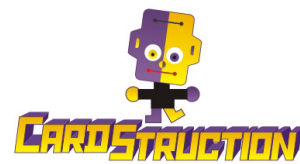
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