



info@verdedigitaldesigns.com
<http://www.verdedigitaldesigns.com>
860-308-2749 Office

Q&A Session

Your logo says a lot about you and your company. It must be uniquely yours, represent your company, your product, your voice, your brand and resonate with your customers. The process for developing your logo is unique as well. We sit down and ask targeted questions about the type of design you want, how you plan on using the logo (web, print, advertising, etc.), your budget and your deadline. Some things your designer will need you to consider and provide answers for are:

- Inspiration pieces – you see logos and iconography around you all day, every day. It's on everything you own, everything you see or do. What logos inspire you?
- The “look” you're going for: clean, contemporary, traditional, cutesy, etc.
- Colors representative of your brand
- What is the intended use of your logo? Print, Web, both? Animated or static?
- Language: English and/or Spanish

Brainstorming and Research

Before we begin your logo design, we research your market, current trends, your competition and what makes your company different from others. We then begin brainstorming ideas for your logo and brand, taking a look at your current brand (if any) and what changes need to be made to make it more effective.

Creative Process

Getting ideas down on paper is the next step in designing your logo. Sometimes an idea clicks from the get-go, sometimes it requires multiple renderings before fusing into one cohesive idea for your logo/brand. Your designer will work with you to create logo ideas that fit your needs and also:

- Create sketches of ideas by hand
- Digitally render ideas in Adobe Illustrator or Photoshop
- Create a mock-up for your review, either digitally via Adobe Acrobat (PDF) or mechanically (printed)

Client Review

The next step in the process is your review and approval. We send you digital (PDF) or mechanical (printed) mock-ups and you review the designs, select the one that you like and/or ask for revisions.



info@verdedigitaldesigns.com
<http://www.verdedigitaldesigns.com>
860-308-2749 Office

Finalizing the Design & Revisions

Once you have reviewed the designs, your logo is finalized or revised. We aim to create a brand identity that will define your company. We realize that sometimes there will be revisions, and are flexible in working with you to find a solution that is just what you require!

Supplying Artwork to the Customer

You own your logo. Once the work is finalized, we will provide you the formats you require to your needs. You can also have us work directly with your printer to supply them the artwork ready for printing. Your logo and artwork will be delivered to you on CD/DVD in any or all of the following formats.

- Vector artwork in original format (Photoshop or Illustrator) and PDF of the artwork
- .jpg, .gif or .png for web applications
- .tif or .eps for print applications

Translating it to Print

Your logos will be used for a wide variety of purposes. We can translate any of your logos into web ready images or printed stationery projects such as business cards, letterheads, postcards, advertising, etc. We also provide your logos and graphics for large format projects such as vehicle wraps or billboard advertising.

Follow-up and Customer Service

Our job is not done once your project has been completed. We follow-up to make sure you are completely happy with the design. We take pride in our customer service and want to be a valuable business partner for you! Let us know if we can aid you with any of your design needs or printing solutions.

Still have questions or need help getting started? Call us at 860-308-2749 or e-mail us at info@verdedigitaldesigns.com today. We'll be glad to help!

Written by:

Bevin Rainwater
Owner & Creative Director
Verde Digital Designs
<http://verdedigitaldesigns.com>