LOGO DESIGN PROCESS

Task Summary

PANTHER CITY
Marketing

1. INTRODUCTION TO THE LOGO DESIGN PROCESS

Thank you for your interest in designing a logo with *MB Marketing.*

We appreciate your interest. You can see some of the logos that we have done in the past for our clients on the end of this PDF.

The standard logo design for MB Marketing is simple. First, we need you to pick a logo style. There are a few different logo styles to choose from.

You will get a unique and original logo design, delivered with the following file formats:

- ✓ .ai
- ✓ .jpg
- ✓ .png
- ✓ .psd
- ✓ .eps

Your logo design will include:

- ✓ 3 original concepts
- ✓ background transparency
- ✓ high resolution
- ✓ vector file

From the 3 original concepts, you will be allowed to choose **ONE** design to move forward with for your revisions. Then you will get 3 additional concepts to choose from after that original first revision.

Additional revisions after the first two will incur an additional charge.
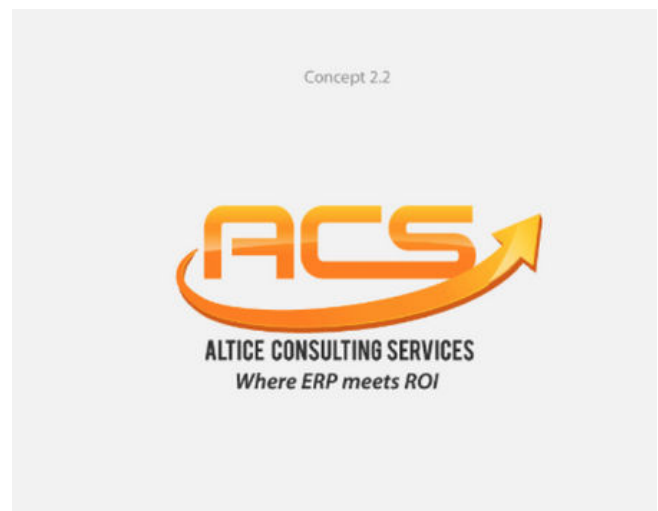
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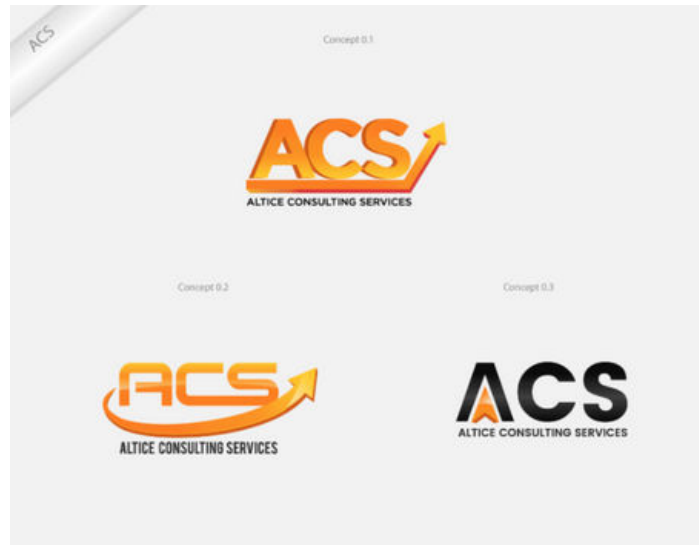
Three initial concepts are provided to choose from, based upon the initial questionnaire.
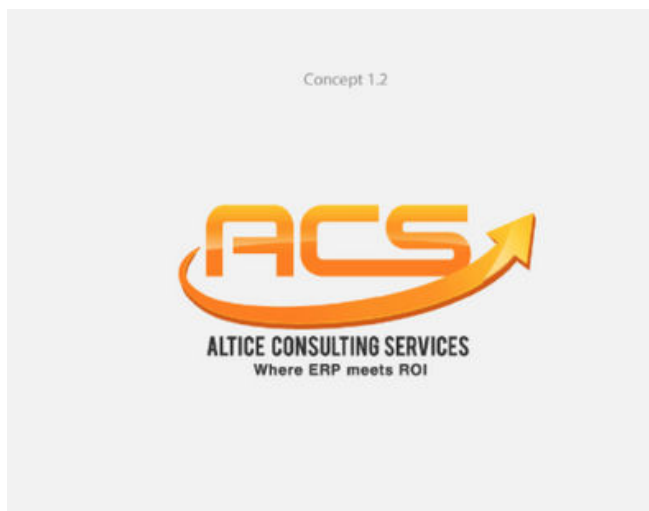
Revision from the initial concept is provided to the client. The logo can be approved as is, or an additional revision can be requested,

Final minor revisions are made, and then you get final approval. In this example, the tag line was italicized, and then the final logo approved for delivery.

Once the final design is approved, a .zip file with all of the formats will be delivered to you within 2 business days.

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2. DESIGN: WHAT KIND OF LOGO DO YOU WANT

THERE ARE MANY DIFFERENT TYPES OF LOGOS THAT YOU MIGHT NOT BE AWARE OF.

Use this period to research the industry, competition, and trends which could inform the logo design.

How the logo might appear could be inspired by the nature of the products or services the company offer. A small legal business may choose to prioritize a traditional logo that inspires trust and reputation. A startup working in the social sphere may want something more eye-catching and playful.

Consider the different types of logos, and which one might be best for your business. If you want to read more about the different types of logos, you can see the article here.

SELECT THE TYPE OF LOGO YOU WOULD LIKE BELOW.

| Abstract mark | Mascot logo | Combination mark | Emblem logo |

| Lettermark | Pictorial mark | Wordmark |

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3. LOGO DESIGN QUESTIONNAIRE

The first step to any design process is to **determine how the logo will be used.**

Think about where your logo is going to be used. Do you need it to be printed, used on a website or embroidered? Do you want a long logo or a square logo? Consider the implications and limitations of both versions.

LOGO DESIGN QUESTIONNAIRE

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5.CLIENT: REVIEW THE INITIAL LOGO IDEAS

It is important to remember that these are only initial concepts. **Do not expect fully finished logos at this stage.**

How best to judge a logo is difficult, but it has to be appropriate for your demographic and be something you're proud to have to represent your company.

Review the initial concepts, and provide feedback. Please let us know which concept you would like to move forward with.

✓ **FEEDBACK ON THE LOGO CONCEPTS**

✓ **UPLOAD LONGER FEEDBACK OR RELEVANT FILES HERE**

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LOGO PORTFOLIO

ACS
ALTICE CONSULTING SERVICES

Arlington's
OLD TYME BARBERSHOP

GIVE
THANKS
EVERYDAY

SUCCESS CHAMPION

EZ DUST™

98% OCCUPANCY

UV BLOCK

BM
BACKLIT MARKETING
ILLUMINATING YOUR BUSINESS FROM BEHIND THE SCENES

WATERCREST
Pools

JM
THE LAW OFFICE OF
JAMES T. MARTIN
PLLC.

CAM
COMMERCIAL
AFFORDABLE
MAINTENENCE

Key Partner
Solutions

NEXT WOMEN'S
BUSINESS
FORUM
TARRANT COUNTY'S PREMIER WOMEN'S EVENT

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