

LOGO DESIGN is an exciting process for both the client and designer. No other company design project is as important as the logo design- because your logo will become the graphic representation of your business. It must truly represent you and your company! It should be a source of pride for you, your employees, and your clients. Careful design and consideration is key to a successful logo design. Flourish Design understands that the logo must exemplify each unique client. Therefore, after collecting key information about your business, Flourish Design develops 5 -10 possible logo design solutions for you to review and choose from. Each logo is custom designed for the client, and we never use clip art. Instead, a distinctive combination of typography, color, and image will articulate your company's message. We move forward when you have determined the solution that works to meet your business goals. That's how Flourish Design has achieved 100% logo design satisfaction. We are finished with the logo design when you love the logo design.

l o g o d e s i g n p r o c e s s

1

**set
project
goals**

The designer and client define a specific goal that the design project must meet. Ongoing collaboration between the designer and the client ensure that the goal is successfully and thoroughly met.

2

**collect
information
& research**

Each project is started by collecting essential information from the client about their business using the new client questionnaire. Flourish Design also researches the client's industry.

3

**brainstorm
concepts
& designs**

The designer takes the collected information and goals and synthesizes them into concepts and design solutions. Sketches and ideas are created and collected first on paper, and then produced digitally.

4

**review
& edit
solutions**

Reviewing the project goals and numerous solutions, the designer edits the solutions into a smaller, more manageable group to present to the client. Editing is based on the marketability and aesthetics of the designs.

5

**refine
edited
solutions**

The client and designer collaborate to discuss the proposed solutions—dissecting each one and exploring each element of the designs. This continues until the most effective and aesthetic design has been chosen.

6

**perfect
final design
& prepare**

Upon selection of a final design, the designer perfects each aspect of the design and then prepares the graphics for multiple uses: in practical formats for current and future applications.

7

**offer
ongoing
support**

Flourish Design can fulfill all of your ongoing design needs. With our in-depth knowledge of your business, your company identity remains consistent and the design process become more streamlined.

ESTIMATE & DELIVERABLES: A logo design project is as individual as the company it is designed for. Therefore, the following estimate is based on the numerous experiences of Flourish Design. Average time spent on a logo design project ranges from 10-15 hours, and is billed at \$75 per hour. This is a competitive rate based on our geographic location and quality of design. Logos are delivered as digital files—PDF, JPG, or any other format requested by the client—in both print and web quality. Most clients add letterhead, envelope, and business card design to their customized logo package. These finished files are ready to go to print, and we will work together to determine what printing solution works best for your business. In addition, Flourish Design can create custom marketing materials

(billed at \$75 per hour), including brochures, package design, advertisements, web graphics, and illustrations. If you have any further questions about any design services, Flourish Design is delighted to speak with you and also offers one complimentary meeting to discuss your individual project.

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