

The Identity/Branding Process

1. Describe Your Needs

Use the logo design checklist to provide us with the information we'll need to get you a project estimate. Your answers also provide us with a blueprint for creating the design concepts.

2. Concepts

The design process begins with 6 concepts based on the direction you've provided. We often throw in a few extra designs that contain our own creative input...just so you that you have an alternate perspective. These sometimes end up being the winning designs!

If you find that none of the provided concepts are what you are looking for, we will set up a time to speak with you to go over the design direction again. We will revisit the design direction and then provide you with a second set of 6 concepts.

In some rare cases, if we do not end up with a logo that you are happy with after 3 sets of concepts (18 options), simply let us know if would like to cancel the project. We reserve the right to retain your deposit to cover some our time invested in the concepts, refinements, consultation time and to cover materials and machine use.

3. Revisions

A concept review form will be sent along with the initial set of concepts. Use the form to let us know which logo you like most, why and if there are any revisions you'd like to see made.

The project estimate covers up to 10 revisions of the concept you choose. Additional revisions, if necessary, will be charged our hourly rate.

5. Finalization

Once your logo/s have been approved they will be finalized and provided to you in various print (CMYK, 300dpi) and web (RGB 96dpi/72dpi) formats. These include the Adobe Illustrator (.ai) scalable original, Photoshop (.psd) high resolution, EPS, JPG and PNG. You may request any formats that you need at any time for no additional charge.

Files will be sent to you via email using a service called YouSendIt. You will be able to click on a link in the email to download all of the files to your computer.

6. Getting Started

Be sure to download and review the logo design checklist. When you are ready to obtain an estimate, please return to the Get Started page and click on Request Estimate.

<http://www.design-formare.com/start-here/>

Please allow 2 business days (Mon-Thurs) for us to get an estimate out to you.

Thank you for considering designFORMARE INC. for your next project!

-teamFORMARE