



# SpyderWebbDesign Logo Design Process

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[www.spyderwebbdesign.com](http://www.spyderwebbdesign.com)

By accepting the Terms and Conditions of SpyderWebbDesign you understand that the building of your website requires a commitment on your part and the process described below is determined by the participation and work that you put forth. Complete Terms and Conditions are available on our website.

## Step 1 – Planning

A 50% deposit on all graphic design fees is due prior to the beginning of the project unless you are utilizing our website design services. Upon receipt of your payment you will receive a design questionnaire. The design questionnaire provides us with details about you, your business and your overall vision of your logo. It is important at this time, as it is through the entire process, to be very specific. Upon receipt of your completed questionnaire, the projected turnaround time on all logo projects is 10 working days. As with all design projects this turnaround time is dictated by your feedback and participation.

Need inspiration? Check out our helpful links online!

## Step 2 – Brainstorming, Research & Sketching

After reviewing your completed design questionnaire, we will begin the brainstorming & research portion of your design. We will delve into your industry, review your competition & compare your goals with what is currently available. Our ultimate goal is to create a unique look that fits your business plan. It is important to us to thoroughly research your design; to insure what you receive is One of a Kind! (OOAK!)

Next the sketching begins... Yes we still pull out the sketch pad and create by hand, and if you have ideas, we ask that you do the same. Often times we will complete 50-100 sketches before beginning the actual digital design. Sketches will be scanned and sent over as a basis for further development. We ask that you choose between 3 & 5 sketches to begin the digital design process.

If you are not happy with any of the presented options, you will be asked for additional direction, after which, you will be provided with additional sketches. We want to make sure that you are 100% satisfied before proceeding!

Keep in mind throughout the process that your logo is your business identity. This is how your business/service is immediately recognized. Something for you to ponder...

## What makes a great logo???

There are four critical elements that can be seen in every great logo design:

1. It must be **describable**
2. It must be **memorable**
3. It must be **effective without color**
4. It must be **scalable** i.e. effective when just an inch in size

Points 1 and 2 go hand in hand, because if you can't describe what a logo looks like then how will you be able to remember it?

Point 3 is important because color is secondary to the shape. Adding color to your logo should be left to the very end of the process, because if the mark doesn't work in black only, no amount of color will rescue the design.

Point 4 is vital for things such as office stationery (pens, pin badges etc.). All those little things that people often forget about.

What makes a great logo???, courtesy of [davidairey.com](http://davidairey.com)

### Step 3 – Digital Design

After selecting from the preliminary sketches, we will begin honing the designs digitally. You will be provided with at least 3 design versions in black and white. Although color will not be used in the initial design, please keep in mind the color scheme that you envision. Will it work for the design? Adding the color is the fun part, but we want to secure the nuts and bolts of the logo first.

Once you have narrowed your choices to two, we will provide the logo using no less than 10 fonts, including fonts of your choice.

### Step 4 – Fonts, Fonts & More FONTS!!!!

Once you have narrowed your choices to two, we will provide the logo using no less than 10 fonts, including any fonts of your choice. We have an extensive font file, and we are always adding more!

Special font requests... at your request we will purchase fonts, which we may not currently have in our collection. If it is necessary for this, all font costs will be in addition to the design cost. If you have already purchased a font, feel free to email us the font file and we will include the font option in your design choices.

Check out our favorite font resources!

### Step 5 – Adding the Color

Now your logo comes to life! We will color your logo with a variety of color combinations, keeping with your specifications. Since the combinations are endless, we will present the combinations in groups of 3 to eliminate sensory overload. If you are having difficulty coming up with color combinations make sure to check out our inspirational links.

## Step 6 – Total Image Refinement

This round of final revisions is to insure your logo is "just right"!

Adjustments may include some of the following:

- tweaking graphics
- adjustments to color balance
- text adjustments (spacing, capitalization, boldness, etc.)
- basic polish of the logo

## Step 7 – Logo Finalization

Your final logo will be supplied as an electronic proof. At this time you will "sign off" on the design.

A final invoice will be sent for the project balance including any additional fees for font purchases, etc. All additional fees will be communicated at time of incurrence.

Once balance is received, all files will be released.

## Step 8 – Final Files

Your logo will be provided in the following formats:

- .eps vector format
- .jpeg high resolution (for print)
- .pdf high resolution (for print)
- .ai high resolution (for print)
- .gif low resolution (for use online)
- additional formats are available upon request

Your logo will be sent electronically, as well as, on CD-ROM.

## Step 9 – Follow-Up & Customer Service

Our service does not end with delivery. SpyderWebbDesign maintains back-ups of all designs in the unforeseen event of CD or file damage. Also, we are always available to communicate with you, your printing and advertising firms for your end user needs. Let us know if you need your files sent to any third party!