Logo Package

Kickoff Meeting
- The project begins with a meeting (typically a screen sharing session and conference call) with your assigned graphic designer. The designer will ask questions, gather requirements and take notes.
- Discussion may involve pros and cons of current branding/identity, vision for new identity, review of color palette and fonts, timeline for the project, etc.
- The purpose of this meeting is for the designer to collect insight and ideas so that they can begin to work on concepts

Concepts
- Following the kickoff meeting, your designer will get started on the creation of logo concepts
- Concepts will be provided in the form of graphic mockups that can be reviewed internally by your team

Feedback
- Once concepts have been provided, the designer will look to you to provide feedback, thoughts, and questions about the concepts
- Revisions and adjustments to concepts will be made as needed until you are 100% happy with the final logo concept

Sign Off
- Once a logo concept has been finalized, your designer will provide a Design Sign Off document
- Once this document is signed by the primary project contact/sponsor and returned, your designer will send you a packaged .zip file containing various file formats of your new logo including AI, EPS, JPG and PNG
- You will also be provided with a Logo & Identity Guideline sheet that lists colors and fonts used in the logo concept

Project Closure
- You now have all of the file formats and information you need to start using your logo for web, print and communication materials