

The Design Process - Logo Design Step-by-step Checklist

DESIGN

- Step 1** Designer & Client: Brainstorm of design ideas on font, graphic shapes, images & colours for Logo.
Client completes a design specifications information sheet.
- Step 2** Designer: Provide design quote based on specifications explored and identified in Step 1.
Client: Review the design quote for Logo Design and sign contract. Provide 50% deposit.
- Step 3** Designer: Develop three (3) Logo design ideas based on Client's specifications and preferences.
- Step 4** Client: Critique the Logo designs developed in Step 3 and select design preferences.
- Step 5** Designer: Refine one (1) Logo design of Client's preferences.
- Step 6** Client: Critique of the Logo design - colour, size, shape, text, symbol, flow and reflection of client.
- Step 7** Designer: Refine Logo design as per client choices in Step 6.
- Step 8** Client: 3rd and Final Refine of the Logo design selection.
At this final refine stage the client is provided with up to 3 changes.
If client requires more than 3 changes, those design services will be available at an additional hourly rate, fee for service.
- Step 9** Designer: Finalize the Logo design and provide client with finalized design.
Final design is Print and Internet ready in electronic file format.
Invoice for Hue's design services.
Client: Acknowledge receipt of design and provide payment for Hue's design services.

PRINT PRODUCTION

- Step 1** Client: Request Print and provide info on print preferences - quantity and print quality.
Designer: Provide quote of print option(s).
Client: Review print quote and select print option.
- Step 2** Designer: Provide proof of print.
Client: Approve print proof for print production.
- Step 3** Designer: Arrange print services and submit approved proof for print.
- Step 4** Designer: Deliver printed production to client with invoice for service.
Client: Confirm receipt of print production and provide payment for print services.

