



# Logo Design Process

## Phase 1 | Understanding your brand

You send us a few examples (no less than 3) of websites/logos/design that you like so that we can get a feel for your aesthetic/style.

You answer a few questions:

- Who are you (what is the STORY of your brand)?
- What VOICE does your brand have?
- Three words that best describe your brand:
- Who is your typical customer?
- Who is your ideal customer?

## Phase 2 | Design & Refine

We generate 3 logo options.

You choose a direction and we refine it making any changes you request. This process includes up to two refinements/revisions of the logo (after which, an hourly rate will apply.)

If you don't like any of the logos from our first set, we'll have a conversation to clarify what you are looking for. Then, we will suggest another set. You'll choose a direction, and we'll refine it making any changes you request. Again, this includes with up to two refinements/revisions of the logo (after which, an hourly rate will apply.)

After this, we deliver the logo to you.

You will receive a zipped folder containing EPS, JPG, and Transparent PNG.

If we have discussed other versions, such as an all-white or grey version or a horizontal or vertical version, those will also be included in all 3 formats.

### Costs:

\$250-300 for logo design

\$65/hour should you require more than two sets of refinements

For recent logo design samples, please visit [www.halofragmentia.com](http://www.halofragmentia.com)