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# Logo Development

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STARTING: \$750

It is easy to think of a logo as just a drawing or a few words on a page, but in reality your logo is the **core of your brand-identity**. Your logo will often be the first thing a potential client sees, and its design will **shape first impressions**.

I am fully aware of the impact my design will have on the **long-term success of your brand**. To ensure the success of the design, I follow a similar path on each project.

First, we discuss your **target audience**, your aesthetic preferences, and any **colors/symbols** you might want to incorporate.

Next, I thoroughly **research your demographic** to decide on an appropriate look and feel that will appeal to your audience.

Finally, I select **fonts**, create any accompanying graphics and illustrations, and present you with the **finished product**.

Logos are a tad unpredictable as far as how long the design takes. Usually I will invest an hour or two a day and let **ideas percolate** in between spurts of activity. In general I will finish the design 1-3 weeks after I receive your deposit.

When I complete a design, I'll email you an image and I'll ask for your feedback. There are two important things to keep in mind at this point. First, I will only present you with a **design that is finished** and meets the professional standards of my field. Second, **this is YOUR logo**, and it should feel like your logo. These points are equally important, but (as you can imagine) they don't always mesh seamlessly.

I consider it my responsibility to make sure you come out of this process with a strong design, and in some cases this means I might refuse to make certain types of design changes. Generally, **I won't "tweak" my designs**. If my design falls short of your hopes, we will talk about where it fails for you and go from there. Sometimes this means starting over, and that is ok. I am always completely willing to **explain my choices** and **listen to your feedback**.

*I have never failed to bring a logo project to a successful conclusion.*

At the end of the process I will provide you with **professional-quality vector-based** files so your logo can scale without loss of quality, and you'll be free to use the design in any capacity.

it all starts with a logo...