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OUR PROVEN 4 STEP LOGO DESIGN PROCESS

Your logo is the most basic representation of your company, but also the most important. It defines your company at a glance and can turn a first impression into lasting brand awareness. It conveys your company's values, its history, and where it's headed. Visual Lucidity creates logos that are unique and attractive to your target market, building consumer recognition and fostering customer loyalty to maximize revenue.

Step 1: Discovery

Our logo design team completes a concise yet comprehensive survey on our initial design interview to develop a Client Profile. This provides our team an outline to start critical research on your project, and gives us insight into your goals as a company and your target market; such as who they are and what interests them most. It also tells us which design concepts to explore and which to avoid.

Step 2: Logo Design Compilations

After research, rough sketches are developed. We present at least three (3) distinctly different logo design compilations either via email or in person, whichever is most practical based on location. Compilations are presented in black and white to guarantee they're legible when faxed or reproduced in black and white, and to help focus on the design itself and assure that your decision is not swayed by the colors. (see examples on page 2)

Step 3: Revisions

Once you've chosen a logo compilation you like, you are allowed to request up to three (3) separate revisions to complete your logo design. We clean up your chosen rough sketched logo compilation and experiment with different types of lettering and font styles based upon your requests. At this point we also explore color combinations that are appropriate for you and your company. (see examples on page 2)

Step 4: Delivery of Final Logo Design

Once the revisions are completed to your satisfaction we deliver your logo in both print ready and web ready files so you can start using your new logo right away. (see example on page 2)

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OUR PROVEN 4 STEP DESIGN PROCESS

STEP 2. Compilations (examples)



STEP 3. Revisions (examples)



STEP 4. Final Product (example)

