

Logo Design: Our Process

A logo is an integral part of a company's identity – in some cases it is the main identity and recognised widely as the main identifying symbol. Well-known instances of this are the McDonald's 'M' and the Nike 'Swoosh' Symbol. Because of the importance of a logo, we at THINK believe that the initial briefing stages of logo design are crucial to achieving a logo that represents your company and captures the essence of your brand's personality. Our process for logo design allows you to convey to us, your brand's personality, thus allowing us to brief our internal creative team armed with enough information to get the best logo possible for your company.

Our step by step process is outlined below:

1. A meeting is arranged with a THINK representative. This meeting allows you to communicate your company's personality, the message you want to communicate, the colours you feel would best suit the logo, and any other information you feel is necessary to the design process. Bring in samples of logos you like, and give us an idea of your design preferences.
2. We take your needs and adapt them to a creative brief so that we can brief our designers as effectively as possible.
3. Our designers then take the brief and within 3-5 days, develop 2-3 different rough logo treatments for your brand.
4. The rough treatments are sent to you for your review and then we will make final refinements to one concept.
5. The chosen design is then presented to you for your final approval.
6. Once approved, your logo is applied to your stationery and all company documents, becoming a focal point of your company's identity.

