



LOGO DESIGN PROCESS CHECKLIST

DesignGuide°

BRAND NAME: _____
START DATE: _____
FINISH DATE: _____
TOTAL TIME: _____

Stage 1: Define

Define the scope with a brief and gather research and inspiration.

Create Contract & Get Payment

- ☐ Create contract & get it signed
- ☐ Invoice project deposit

Define The Brief

- ☐ Create logo brief questionnaire
- ☐ Email questionnaire to client
- ☐ Discuss questionnaire and clarify comments with client
- ☐ Write down keywords
- ☐ Write a summary of the brief
- ☐ Email your keywords and brief summary to client

Gather Research & Inspiration

- ☐ Do competitor & general research
- ☐ Create inspirational mood board

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Stage 2: Develop

Explore ideas through sketching, create digital renders, and develop concepts to reach an approved concept.

Sketch

- ☐ Sketch your ideas
- ☐ Choose 2-3 sketches to digitally render

Digitise

- ☐ Create vector concepts
- ☐ Check each concept is ready

Present Initial Concepts

- ☐ Create presentation document
- ☐ Create video presentation
- ☐ Email presentation to client

Develop Concepts

- ☐ Create concepts round 1
- ☐ Create concepts round 2
- ☐ Create colour concepts round 1
- ☐ Create colour concepts round 2
- ☐ Get final concept approved

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Stage 3: Deliver

Tidy up the approved concept, create versions, file formats and guidelines, and deliver the final logo package.

Tidy Up

- ☐ Tidy up the vector
- ☐ Tidy up the swatches
- ☐ Tidy up the artboard

Create Logo Variations

- ☐ Create layout variations
- ☐ Create colour variations

Package Logo Files

- ☐ Create colour modes
- ☐ Set up folder structure
- ☐ Determine file naming structure
- ☐ Create file types

Create Guidelines

- ☐ Create logo file formats guide
- ☐ Create brand guidelines

Deliver Final Logo Package

- ☐ Send final logo package
- ☐ Get feedback
- ☐ Debrief the process

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GET THE DIGITAL VERSION OF THIS CHECKLIST

Store client info, research, questionnaires, notes + more all in one place. Plus customise the template to match your process!

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