

# Victor Rust Graphics

“A successful corporate identity is probably the most important graphic design investment a company can make”

## The Logo Design Process

The logo design process usually takes 3 to 4 days, following these steps:

### Briefing and Research

We discuss the brand objectives – your company values, your brand image, your target market, and so on. If you have any specific ideas and requests, we take note of them.

After the briefing we do research on your brand and industry

- Who are your competitors?
- What do competitor logos look like?
- How can your company best differentiate itself visually? etc.

### Brainstorming and Conceptualization

Our designers sit down and sketch ideas, based on your initial input. The ideas with most potential are then translated into digital format and refined until we are happy - we play around with various font, shape and colour ideas.

### Presentation to Client

The best concepts (minimum 4) are then selected and e-mailed to you in low resolution jpeg format.

### Client Feedback and Revisions

You provide feedback on the concepts, as well as any ideas for revisions. For example, you might like a particular logo design, but prefer a different colour scheme. We use your input and revise the chosen concept until all design objectives have been met.

### Finalization

Once the design has been finalized, we send you the final high resolution artwork in different formats (cdr, pdf, jpeg or any other format which you prefer) print ready.

### Matching Stationery Design

Lastly, depending on your needs, we design the matching stationery.

This may include:

- business cards
- letterheads
- envelopes
- invoices, receipt forms, and other types of stationery.