TAR HEEL DEV STUDIO'S LOGO DESIGN PROCESS
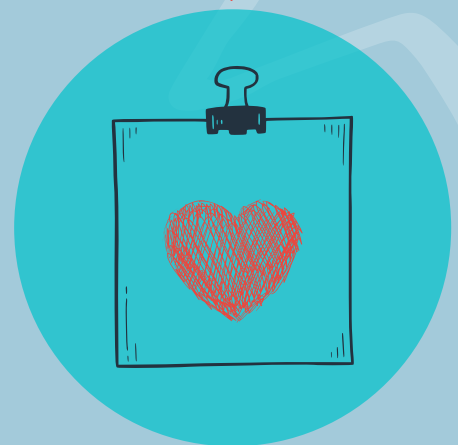
CREATIVE BRIEF
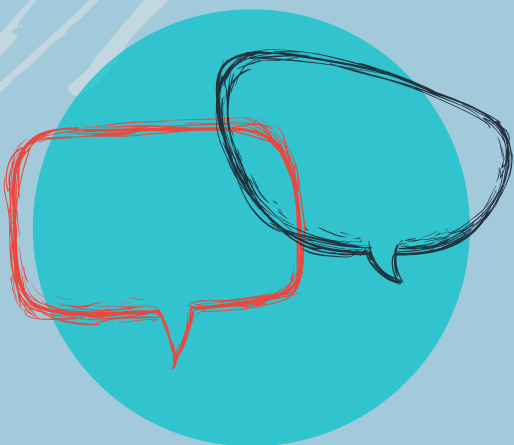
RESEARCH

SKETCH IDEAS AND DESIGN

FEEDBACK

PRESENT LOGO CONCEPT

TWEAKS AND REFINEMENTS

LOGO FILE DELIVERY

BRAND GUIDELINES