**Logo Design Process from Start to Finish**

1. **Design Brief.** A **Design brief** is a document for a **design** project developed by a person or team (the '**designer**' or '**design** team') in consultation with the 'client'. They outline the deliverables and scope of the project including any products or works (function and aesthetics), timing and budget.
2. **Research**. Conduct research focused on the industry, its history, and competitors.

Your goal is to **design a logo** that separates the company from its **competition** rather than to replicate an existing **design**. It's a valuable exercise to keep a visual record of both the **competitor's logos** and identities to reference your designs against at a later date.

1. **Brainstorm.** The **logo** functions for a company by enticing the customers again and again once they have a good impression of the **design**. **To create** an impression, make sure that your **logo** is unique, which means that its **design** should be based on a new concept so that it stands out in the crowd of **logos** in the market.
2. **Sketch**. Develop the **logo** design concept(s) around the brief and your **research**. This is the single most **important** part of the design process. ... After that, it's always easier to actually design it on the computer. Sketching helps to evolve your imagination: once you understand it, you **will** always start from just white paper.
3. **Design execution**. Every work in this world - be it **designing**, creating or destroying involves a number of steps, the most **important** of which are- planning and **execution**. ... On the other hand, the **execution** is the process of presenting the planned idea into a form which is tangible, which can be seen, heard and used by people.
4. **Presentation.** When **presenting** your **logo design**, convince the client about its chief useful features. Tell how the **logo will** serve the company's business and help **build** a brand identity. But go well prepared with a lot of **slides** and mockups of the **logo**. **Make** sure to remind the client about the business goals of the **logo**.
5. **Revisions/Approval.** Although a **logos** primary purpose is to identity, they can also be leveraged to communicate **important** brand messages and values. ... By truly understanding the role of a **logo design**, you **will** be able to **create** stronger brand identies that **will perform** for the business, rather than just **create** a pretty picture.
6. **Delivery.** A **logo** is an **important** part of your company's **brand**, and makes a significant impact on a company's public perception. In fact, a **logo** is one of the most **important branding** investments a business can **make**. A **logo** can be described as the face of a company.

# Professional Logo Benefits Your Business

The length of a brand identity project is affected by the following factors:

* Size of organization
* Complexity of business
* Number of markets served
* Type of market: global, national, regional, local
* Nature of problem
* Research required
* Decision-making process
* Number of decision makers
* Number of applications

A professional logo must be:

* Simple
* Memorable
* Timeless
* Versatile – able to be adapted to many activities .
* Appropriate