**BRANDING AND LOGO DESIGN**

If you want to know how to obtain a logo for your business, or you need a logo redesigned, we can help! Logos are the cornerstone of your company's brand identity. It can bring value to your company and assist you in developing a brand identity. With a distinct logo, the organization's brand name will connect with the public more readily and quickly, which is a crucial piece in any target market.

READ MORE:-

**USE A CUSTOM LOGO DESIGN AND BRANDING STRATEGY TO SET YOUR COMPANY APART**

When we talk about branding, we are referring to the marketing practice of shaping your brand. A good branding strategy can help you shape the way people perceive your brand, increase your brand awareness and help grow your business.

During each logo design project, we utilise our creative process which involves the four stages of brand discovery, research, design, and presentation of the logo designs. This four-step approach facilitates the creation of effective, captivating brands that attract new customers.

### **The Logo Design Process**

**We'll create the perfect logo for your business**

As an experienced logo design and branding studio, we have worked on some seriously exciting projects across several industries. With our service, you will establish a strong foundation for your brand with one of the most important elements of representation – a logo.

Debola Unique Design focuses on creating engaging and professional logo designs that establish brand trust. Throughout the design process, the purpose of the logo and the requirements of your target audience are prioritized, rather than focusing on purely aesthetic design.

### **We won’t stop until you’re besotted with your new design!**

**STEP ONE – Brand discovery**

When you initially get in touch, we will discuss your specifications for the project. We will consider your business objectives, the requirements of your target audience, and the marketing strategies of competitors in order to decide on the best approach to the design process.

Having a comprehensive understanding of your company is crucial for ensuring the final logo successfully communicates your brand vision.

**STEP TWO – Research**

Using the information from your brief, we will explore the appropriate imagery, colours, and typography to build your new brand. Throughout this process we will be taking into account the strategies used by competing brands. Our aim will be to create a logo design that suits the industry whilst also differentiating you from key competitors so you can draw in customers.

**STEP THREE – Design**

Once the research phase has been successfully completed, initial concepts will be formulated around the brief. These logo designs will then be presented and you will have the opportunity to let us know your thoughts. There are rarely any major objections, but any amendments you request will be actioned at this stage.

After you have approved one of the concepts, your chosen design will be developed further in vector form. Drawing on our design expertise, the logo design will be subjected to a series of rigorous tests to ensure it effectively achieves the project goals.

**STEP FOUR –** **Presentation of the Logo Designs**

At this final stage, the design will be finalised and signed off. These file types include PDF, PNG and JPEG as standard, covering the majority of use cases that a business will need to apply their designs.

Everything is designed to ensure the logo and/or brand identity system can be efficiently implemented. At the end of the process, the vision can be released into the world and you can watch as the results come in.

If required, we can also assist with the design and print of additional items such as stationery, brochures or other marketing material that you may require to launch your new identity.

Hopefully this overview of the logo design process has given you sufficient insight, however, if you do have any further questions check out the FAQs, or contact us directly to discuss further.

**Ready to grow your business?**

REGUEST A QUOTE