

- FREE DOWNLOAD -

Logo & Branding Design:

THE Step-by-Step Checklist

T: +44 (0) 7967 879 289
E: design@sidratstudios.com
W: design.sidratstudios.com

SIDRAT
DESIGN

Logo Design

Step 1. Describe your Business

What words or phrases would you use to describe the kind of image you want your business to portray?

Come up with some words and phrases that describe your business's products, services, principles and character.

Step 2. Find a Visual Concept

Are there any objects, images, ideas or philosophies that could be used to represent your business?

Brainstorm all these concepts with your team and list anything that could visually embody your business.

Step 3. Consider the Form

When it comes to the general form your logo design will take, there are 5 main categories to be aware of: 2D Graphic Icon, 3D Graphic Icon, Photographic Icon, Illustration, and purely Text-based.

What form will your logo take?

Step 4. Select your Styling

With so many styling options available, it can be daunting, but there are a few concepts that may help you when considering the styling of your logo.

Discuss what kind of styling should be applied to your logo, considering methods, textures and imitation.

Step 5. Think about Colours

Is there a colour, or set of colours, that you find aesthetically pleasing and which will complement your business and the ideas and concepts you have already generated?

Which colours reflect the mood and emotion you want your prospective clients to associate with your business?

Step 6. Browse some Fonts

Choosing a primary font for your logo can be tough, but that doesn't mean you won't know what you like when you see it.

Which font styles resonate most with you and your team? Do some research to find a selection you all like.

Step 7. Create a Tagline

Do you have a tagline? A short phrase - or even just a single word - that defines your product, service or ethos?

Have a brainstorm to generate some catchy words and phrases that could be turned into a snappy and meaningful tagline.

Step 8. Research other Logos

Are there any logos of existing businesses which you like the look of, or that you feel convey the same kind of impact or emotion you're looking for in your own logo?

Ask your team to spend some time looking for logos that catch their eye. Compile a list and choose your favourites.

Branding Design

Step 9. Evolve your Styling

The style of your logo's core elements will inform the decisions to be made when considering the style of your branding.

Building on the work you've put into your logo's styling, take it a stage further and incorporate those ideas into your brand's styling.

Step 10. Choose your Colour Palette

Colours convey a mood and affect our emotional state, so consider this of primary importance when thinking about which colours to use within your branding.

Based on the colours chosen for your logo, create a full palette for your branding, complementing your logo and content.

Step 11. Look at some more Fonts

You'll need to have a small range of fonts that will help the reader distinguish between items in your content.

Gather a selection of complementary fonts to be used in your branding for content elements such as Titles, Sub-Titles, Headings, Sub-Headings, Body Copy, Quotes, etc.

Step 12. Discover the Elements

An element can be thought of as a single component, which is combined with others to create a piece of marketing, such as an ad, a flyer or a brochure.

Page Structure Elements, Text Elements, Images, other Content Objects, Background Images and Background Textures... What kind of elements will your branding need in order to function properly?

It's Go Time!

Step 13. Briefing & Quotes

Consolidate the results of all your hard work into a bullet pointed document... then it's time to get in touch with me to arrange your free consultation.



Following this meeting, I will send you a detailed quote and, upon your approval, an invoice with a payment link.

**Get in touch to arrange
your FREE consultation:**

**T: +44 (0) 7967 879 289
E: design@sidratstudios.com**

Step 14. The Design & Proofing Process

It will be useful for you to understand how the design and proofing process works, so that you're fully prepared when the time comes for us to start work on your project...

Logo Design:

The first stage of a logo design will either take the form of a few sketches, or perhaps some fonts, whichever is the primary aspect of your logo. You will receive a series of sub-proofs for each component of the logo, in order for you to give me your feedback, so that we can both be confident that we're moving in the right direction. These don't count as a main proof.

Proof#1 will be a complete design for you to examine and provide changes to any aspects you would like altered. Based on this first set of amendments, a second design will be produced. Proof#2 should represent a finished design. However, I provide all my clients with a second opportunity to make any last amendments.



I may suggest another video chat before providing you with Proof#3, so that we can discuss any remaining issues you'd like addressed. I'll make the final changes and send you one last proof.

Upon receipt of your approval of the design, we'll move on to your...

Branding Design:

By far the best way to create your Branding Design is to produce a series of 5 assets, such as flyers, online ads, stationery, social media covers, booklets, etc.



This organic approach enables me to define the necessary elements for producing all your future marketing materials. I provide unlimited proofs for the first asset, as this will form the overall styling on which the rest will be based, so I want to ensure you're 100% happy with the design before we proceed to the rest. For each of the remaining 4 assets I'll provide the standard sub-proofs and 3 Full proofs, 2 sets of changes.

Style Guide Design:

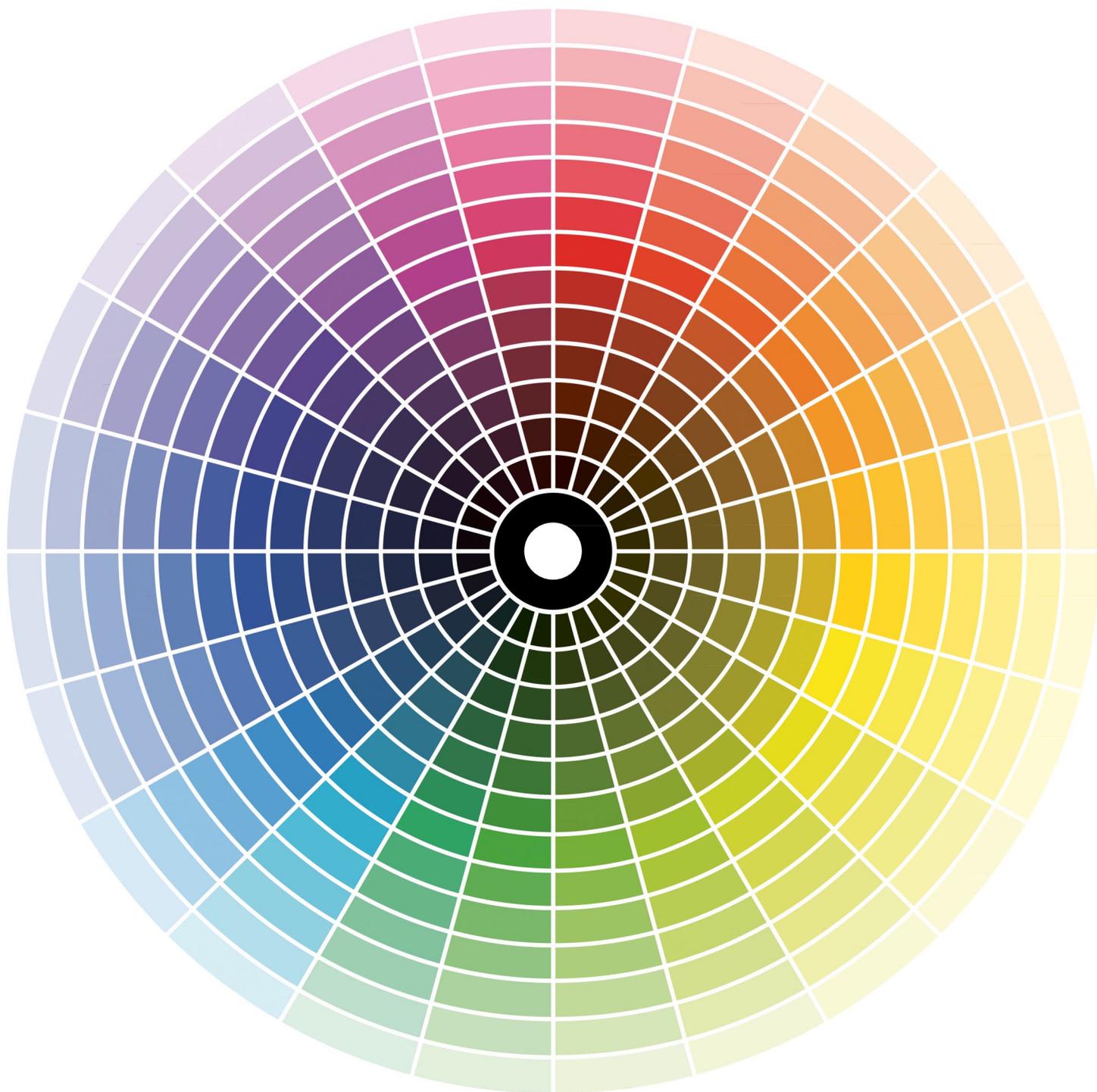
Once you have approved the designs for all 5 assets, as well as your logo, I will have all the data necessary to produce a full and comprehensive Style Guide; a multi-page document describing all the rules and specifications of your brand identity. The production of your Style Guide will follow the same design and proofing process as your Logo and Branding Designs, with initial sub-proofs and 3 main proofs.



Having a Style Guide (along with all its supporting materials, such as fonts, images, colour palettes, etc.) will enable you to take full control of your own marketing. Using your Style Guide as a creative tool, you'll be able to produce limitless great-looking on-brand assets for whatever your future needs may be.

Exercise:

Complete all 14 steps and you'll ensure that you receive a fantastic Logo and Branding Design, ready to apply to all of your promotional materials, advertising, packaging and any other marketing purposes you may need!



Main Colour Wheel:

Represented here are 24 colour 'ladders', each with 13 tonal 'steps'; 312 colours altogether. The 'Parent' colours are in the 7th ring; inwards darker to black, outwards lighter to white.

This wheel is perfect for choosing complementary colours for your palette. For instance, if your Main colour is the 3 reds darker than the 'Parent' ring, simply go to the green ladder opposite and count 3 greens lighter than the 'Parent' ring - and you have your complementary colour!

If you find it easier to pick your Main colours from a table, rather than a wheel, then please feel free to use the next colour chart to do so.

	A	B	C	D	E	F	G	H	I	
1										1
2										2
3										3
4										4
5										5
6										6
7										7
8										8
9										9
10										10
11										11
12										12
13										13
14										14
15										15
16										16
17										17
18										18
19										19
20										20
21										21
22										22
23										23
24										24
25										25
26										26
27										27
28										28
29										29
30										30
31										31
32										32
33										33
34										34
35										35
36										36
37										37
38										38
39										39
A	B	C	D	E	F	G	H	I		

Complementary Colour Chart:

This chart shows all 24 colour 'ladders' from the Main Colour Wheel in a table layout. Each 'ladder' similarly contains the same 13 tones. These 'ladders' are arranged in pairs of complementary colours, with the light and dark options inverted between the pairs in order to make the selection process a breeze. This chart also features a grey tonal 'ladder', as well as black and white, all of which are lacking from the colour wheels, making this the most comprehensive colour chart.

Serif

Old Style

Slab Serif

Neoclassical

'Serif' Fonts:

The word 'serif' describes the characteristic flick present at the corners of all these fonts. However, there are many kinds of serif, as can be seen from this small selection, so take some time to research the options.

Monospaced

Sans Serif

'Sans Serif' Fonts:

...meaning fonts without a serif, of course... But that's hardly very descriptive and there are hundreds of typeface styles that don't feature a serif, many of which are wildly different to each other.

Geometric

MODERN

Square Sans

Script

'Script' Fonts:

Intended to give the impression of text that has been written by hand, this range of fonts can portray a variety of feelings, from gracefulness to in-your-face-ness, as well as a sense of human connection, which is hard to achieve with many other fonts.

Brush Calligraphy

Handwriting Graffiti

Gothic GLYPHIC

Black Letter

'Gothic' Fonts:

These tend to be representations of ancient text and each typeface can usually be associated with a specific civilisation. However, there is also a wealth of modern gothic fonts available, so it's worth hunting around for some edgy inspiration.

MODERN GOTHIC

Display

'Display' Fonts:

Display fonts can be any typeface imaginable, as long as it is very bold (or 'Black') and easily legible from a distance, as they are generally created for large format printing (billboards, POS, etc.) and logo design applications.

STENCIL

DECORATIVE

SHADOW

GRUNGE

FUTURISTIC

DIGITAL

Copyright Information:

Thanks for taking the time to go through this checklist - I hope you have found it useful.

All the materials included within this document are the copyright property of Sidrat Studios © 2022, unless otherwise stated.

Any duplication or distribution without the author's written consent is an infringement of that copyright.

This is a free download, so, please respect the author's wishes and provide the following link to anyone who you think may benefit from its contents:

design.sidratstudios.com

Many thanks,

Dan

Dan Hewett (The Author)