

Let's begin.

This is a guide designed to walk you through the process of building a new Logo / Brand Identity—from defining rough / initial ideas to translating design concepts into the direction that will ultimately create the success you're after.



TRANSLATING YOUR VISION

The time up until this point - that you've been thinking, planning and envisioning what the next steps in your business will look like; this is what I hope to better understand and define in an effort to bring your logo to life.

It's not uncommon that you have vague ideas - even just a 'feel' for what your new logo should look like and that's where I'll step in to create a graphic translation of that idea.

Through adjectives, examples - industry relevant or not,

descriptions that give me an understanding for who you are, what your business is + will be - I'll work to present 3 concepts.

This is my magic number to demonstrate design directions that fail and succeed in an effort to narrow down a single design that will ultimately become the basis for your new Logo / Brand Identity.

NAPKIN SKETCH PAD

So how do you verbalize a vision in your mind... or a feeling?
It's my hope that by reading through the following steps you'll be better prepared to identify things that you like - color, style, trends, materials, textures, etc.

Knowing your style preference combined with the knowledge of your business presentation, we can work to combine two directions that ideally represent a professional side of your personality. In my experience, this is the best starting place to create your new Logo / Brand Identity.

- Revisit the same process you used to identify your business name. Whether you're using your own name or something unique, what were the reasons for that choice?
- Are you focused on competition / how you're recognized in the community - local & beyond?
- Who is your ideal target audience? Consider a single, prospective client whose attention you're trying to hold.
- What are your goals for creating a custom logo design / brand that is all your own?
- Is there a specific message that you would like a customer to understand when viewing the logo?
- Do you have certain colors in mind?
- Are there any restrictions to consider for the design (needs to work as one color or at very small sizes, horizontal format only, etc.)?
- Identify adjectives that will help us talk about initial design direction(s), as well as work through revisions once we have visuals to review.

CLEAN

SIMPLE

ORNATE

WHIMSICAL

FEMININE

MODERN

RUSTIC

ICONIC

MASCULINE

PLAYFUL

BOLD

NATURAL

GEOMETRIC

POWERFUL

ABSTRACT

BASIC

DIFFERENT

SMART

BRIGHT

PROFESSIONAL

Roboto +
Christian Robertson (12 styles)

All their equipment and instruments are alive.

Germania One +
John Vargas Beltrán (1 style)

Sentence ▾ Regular 400 40px ●
A red flare silhouetted the jagged edge of a wing.

SEE SPECIMEN

Open Sans +
Steve Matteson (10 styles)

I watched the storm, so beautiful yet terrific.

Montserrat +
Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly (18 styles)

A shining crescent far beneath the flying vessel.

Roboto Condensed +
Christian Robertson (6 styles)

It was going to be a lonely trip back.

Noto Sans +
Google (4 styles)

Oswald +
Vernon Adams, Kalapi Gajjar, Cyreal (6 styles)

Silver mist suffused the deck of the ship.

Noto Serif +
Google (4 styles)

The face of the moon was in shadow.

Helpful tips to discuss typography:

- Focus on simple categories first: serif or sans serif



...success is often found in a combination of both.

- Think about how far to push the level of style for each

Ornamental vs. SIMPLE

BUSINESS NAME:

Phone:

Email:

Website:

Your name + title:

Do you have a tagline, est. date, your name, etc. that should be included in part of the design?

Why did you choose to use this name?

List any kind of market competition (local or beyond) that you want me to keep in mind:

Who is your ideal target audience?

What are your goals for creating a custom logo design / brand that is all your own?

Is there a specific message that you would like a customer to understand when viewing the logo?

Do you have certain colors in mind?

Are there any restrictions to consider for your logo design?

Identify adjectives that will help us talk about initial design direction(s), as well as work through revisions once we have visuals to review:

PRINT PACKAGE

BUSINESS CARD

Please provide the basic information you want to include on a business card:

Are you open to a unique shape / size card? YES NO

POSTCARD

If you have ideas in mind, please provide details, content, design direction for what you might want to include on a postcard design:

Do you have a preference for: PORTRAIT LANDSCAPE

STICKERS

These are just simple, fun, circular stickers that are printed in a variety of design styles from your brand and meant to highlight random things, like you water bottle.

Do you have interest or need for a more specified sticker style or decal?

Keep in mind this intentionally incomplete. A lot of the magic will come from the work we complete together and the evolution of your Brand overall.



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