



Logo Design Guidelines

You can choose to go with one designer or go to a pool of designers where there are multiple designers working on your project. This is really a matter of preference.

Individual Logo Design

We have two designers we use and recommend:

Heather Kirk – www.GraphicsByHeather.com Email: heather@graphicsbyheather.com

Megan Johnson – www.Johnson2Design.com Email: megan@johnson2design.com

Heather's design tends to be more classic and is always target-market oriented. She's been working with top Internet Marketers for the past 10 years, and when designing a logo, she considers your entire brand. Megan is more edgy in her design, and she can also provide illustration services. We highly recommend if you decide to use one of them, you still do your due diligence and be sure that your personalities gel so that they can give you what it is you are looking for.

You will want to get a price quote and find out the amount of time they will give you for that price, as well as how many design choices you will received, how many edits you have from the start of design, what logo versions are included, etc.

When working with ONE designer, you have more of a one-on-one relationship with them and are able to discuss the items below in the project summary with them. I would still recommend even when you have talked to someone to send a follow up email with what you understand you are getting to make sure that you are both on the same page.

Multiple Designers

If you prefer to have multiple designers working on your project so you have a number of different design styles to choose from, you'll want to submit your designs at ONE of the following places or do your own research and choose your own. You will want to look around each site and see which one you feel most comfortable with, as we have no specific relationship with any of them. Going rate for bids is \$290 to \$1,000, but usually are in the \$300-500 range. 99Designs is the one we are most familiar with.

1. www.99Designs.com
2. www.DesignCrowd.com
3. www.CrowdSpring.com
4. www.MycroBurst.com

When posting your logo project, you want to be clear and concise. The easier your project is to understand, the more graphic designers will be willing to work on your project. Use this format to submit your project initially to help convey what you are looking for. This information will help the graphic designers to get on the same "page" with you and should help you get you result you desire.

Project Summary:

1. Give them one to three sentences about your company. You could use several of your marketing statements from the Branded For Success form.
2. Tell them who your target marketing is.
3. Specify your deadline date for final entries.
4. Let them know your logo will be used on marketing items for print, as well as for your website, so they must submit the final logo to you in both Vector format and high-resolution rasterized format. You might also want to request a web-optimized JPG of your logo for your website, although you can easily create that from your high-resolution rasterized logo.
5. Let them know the type of font you prefer. For instance, you might say that you like a strong san serif font for the main part of the logo. (San serif means no feet on the font, such as Arial, while Times is a serif font, which has feet on letters.) Be sure to tell them your preferences on style such as that you do not want anything too cutesy but prefer to look more corporate. Also tell them that you will also need to know the name(s) of the font(s) they use in the final logo in case in the future you want to match other marketing elements with the logo.

6. If you have any ideas for images or icons, share your ideas. *Note: not all design submissions need to have an icon.*
7. Let them know the colors you prefer to use and, if possible with your design, have them use PMS colors (so that you have the exact PMS numbers when having other items done, such as shirts, pens, etc. Tell them you will want the logo given to you in both PMS, as well as CMYK (four color process – they will know what this means). If your logo uses any gradients, it will not be possible to provide a PMS version that can be used for all purposes. So if your logo is to be used on items such as apparel that is embroidered, you will want to let them know that they must design a logo that does not use shading or gradients of colors so that you can have it in PMS spot color.
8. You can provide URL links to direct designers to items you like such as font styles, icons, and colors – but for all suggestions you make for colors, font preferences, icons, etc., always say, “I like this, but I am open to other ideas.”
9. Give them your tagline and let them know you want the logo provided both with and without it because you will be using it in both forms.

Keep this info sheet on ordering a logo from a designer handy so that you can use the tips for future designs of other items, whether it be for a different logo, a product, book cover etc. Obviously, you will have to make changes to your requests for different kinds of projects, but this will definitely be helpful.

We would like to thank Heather Kirk who worked with us in compiling and tweaking this information.

This information is property of Jim and Chris Howard. It is copyright protected and not to be shared with anyone. However, you may copy and paste the pieces of the information that you need to get your logo done and share it with the designer/service who is working with you.

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