

WHAT DOES IT TAKES TO CREATE A LOGO?

Independent freelancing is booming. Graphic designers are turning to online marketplaces in droves to sell their design skills. Businesses without the 'big guy' budget increasingly choose to outsource or crowdsource design online then use the traditional agency process, which can be slower, expensive and risky. So, in the new world of cheaper, faster crowdsourced custom design, how long does it take a freelancer to create a logo, without compromising great quality, versus the old way? We compare the old and the new timelines for getting a logo made.

These times are indicative only and will vary from brief to brief. Grey bar indicates the old way.

RESEARCH

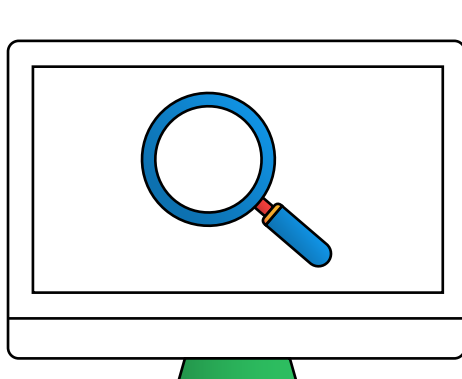
READING &
UNDERSTANDING
THE DESIGN BRIEF



30MINS

30MINS

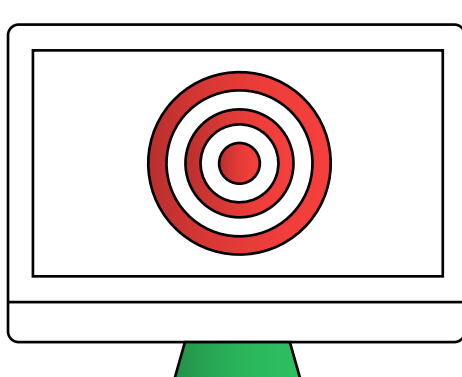
RESEARCH
THE COMPANY



2-3HRS

1HR

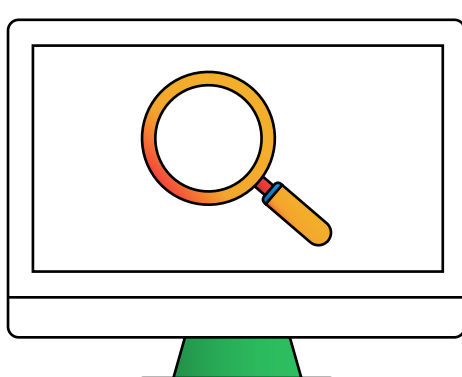
RESEARCH
MARKET & TARGET
AUDIENCE



2-3HRS

1HR

RESEARCH
COMPETITORS



2-3HRS

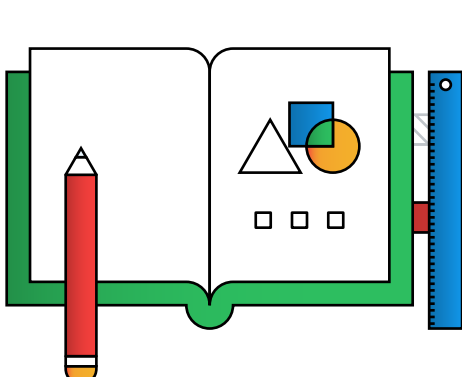
1HR

3HRS 30MINS

COFFEE BREAK

DESIGN

BRAINSTORM
&
SKETCH

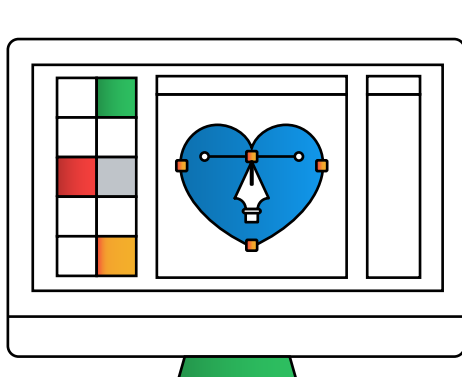


5-8HRS

2HRS

COFFEE BREAK

DIGITIZE
CONCEPTS



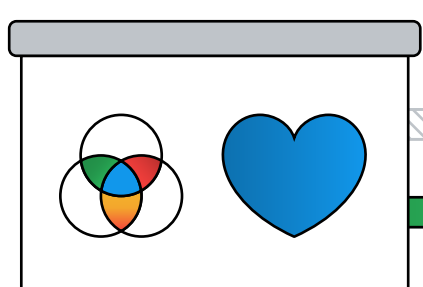
2-3HRS

30MINS

2HR 30MINS

SUBMISSION & FEEDBACK

UPLOAD/PRESENT



2-3HRS

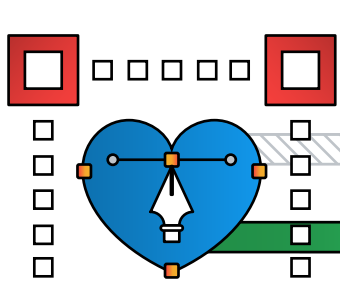
15MINS

SLEEP

COFFEE

FEEDBACK

LOGO EDITS



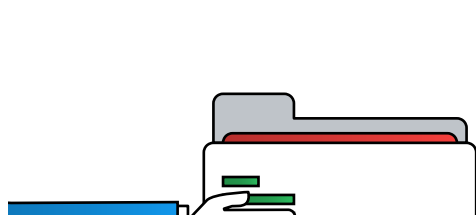
2-3HRS

30MINS

45MINS

HANDOVER

CLEAN UP FILES
&
HAND OVER



30MINS-1HR

30MINS

30MINS

GET PAID & CELEBRATE

 **DesignCrowd**

DesignCrowd is a marketplace where businesses outsource graphic design from 500,000 freelancers

www.designcrowd.com