



ART BY NONYE DESIGN STUDIO

TIMELINE DESIGN PROCESS*

1

CREATIVE DIRECTION & STRATEGY

- Helps clarify your vision, audience, and goals.
- Project Agreement & Deposit
- Outcome: Clear brand direction and strategy before design begins.

2

LOGO CONCEPT DEVELOPMENT

- Logo Research & Inspiration Board
- 2 Initial Logo Concepts
- Choose 1 Logo Concept to Refine

3

LOGO REFINEMENT & FINALIZATION

- Up to 3 Rounds of Revisions
- 1 Final Logo + 1 Variation (for flexible use across platforms)

4

BRAND COLLATERAL & IDENTITY

- Matching Business Card Design
- Custom Pattern/Design Elements
- Quick Brand Guide Sheet

5

FINAL DELIVERY

- Final Files Delivered (PDF, PNG, JPG, plus black/white & color versions)
- Quick Reference Brand Guide (PDF)
- All Approved Designs (logos, cards, patterns)

*ESTIMATED TIMELINE: 4-6 WEEKS

(Timeline depends on prompt client feedback. Delays in responses may extend project deadlines.)

SUMMARY

This guide outlines the key steps, timeline, and deliverables you can expect when working with Art by Nonye Studio on your brand identity.