



ART BY NONYE DESIGN STUDIO

Logo & Visual Branding Process

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

*What is **BRANDING**?:*

It's the perception that a consumer has when they hear or think of your company name, service or product.

It's influenced by the elements, words, and creativity that surround it.

*Art by Nonye Design Studio focuses on **VISUAL BRANDING**.*

Visual Branding includes anything visual that your brand produces such as logo design, fonts, photos/photography style, and any other visuals that you use to communicate your brand.

Although a logo is a small part of your branding, it is a crucial step in your overall branding.

READ BELOW FOR MY DESIGN PROCESS:

*****(all deliverable approval forms will be sent via Google Docs/[Sign.com](https://www.sign.com) for signatures)**

STEP 1: Creative Direction & Strategy (Week 1):

- **Brand Questionnaire** – Helps clarify your vision, audience, and goals.
- **1:1 Consultation (60–90 mins)** – In-depth review of your brand direction (*billed separately*).
- **Project Agreement & Deposit** – Sign contract + submit deposit to begin.

✓ *Outcome: Clear brand direction and strategy before design begins.*

1. **Brand Questionnaire:** The questionnaire is the preliminary step and helps me assess your needs for your branding. The answers to the questions will help me customize the right look for your logo (and overall feel and look) in the future, for your brand, business, or venture. It will also help you organize your thoughts together.

Relevant questions to your solution will be highlighted in the questionnaire. Instructions for the questions will be included in the questionnaire. There will be about **20–50 questions**, depending on the needs of your brand.

Questionnaires will be issued through Google Docs and consultation appointments will be made through Google Calendar.

2. **1:1 Consultation:** I will provide a 1-hour to 1 hr 1/2 phone consultation and analysis of your **Branding Questionnaire for \$100 plus a 7.0% Paypal Processing Fee (will be billed through PayPal Invoices) (TOTAL: \$107.00).**
 - **Due Dates:**
 - i. The **questionnaire should be completed a week before** your consultation.
 - ii. The **fee for the questionnaire is due by the specified date on your invoice** before your scheduled consultation.
 - **To Reschedule:** Email me at info@artbynonye.com 5 days before your scheduled consultation.
 - **Refunds:** Consultation fees are **non-refundable**.

Each payment package requires a consultation (or continuation of a previous consultation if you decide to buy another package in the future).

3. **Project Agreement & Deposit:** Once the consultation is over, we can proceed to discuss the details of the project and next steps.
You will need to sign a contract (issued via Google Docs) before any design work begins and deposit of the price of the design package or service you choose.

The Branding Pricing is divided into two different packages with the option to add additional individual branding identity designs to each (such as letterheads, brochures, flyers, social media post templates, Facebook page banner design, etc.) for an additional fee.

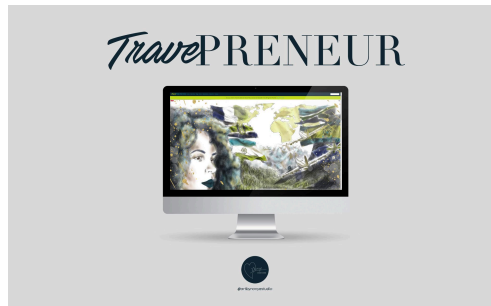
Payments are set up into *two/three payments for the Essential Branding* and *four/five payments for the Premium Branding*. This will be billed through PayPal Invoices. (*Payments can also be processed via Zelle upon request with no processing fees.*)

STEP 2: Logo Exploration & Concept Development (Weeks 2–3^{***})

*** The length of the total design process depends on your response times between each deliverable form. Hence why communication is very important between you and me, the designer during the process. In order to maintain the deadline, a \$20 late response fee will be applied to your project's invoice, if a deliverable form has not been responded to after a week. After two weeks of no response, the project and the contract will be terminated.

- **Logo Research & Inspiration Board**
- **2 Initial Logo Concepts** (tailored to your brand strategy) sent via Google Docs.
- **Choose 1 Logo Concept to Refine**

✅ *Outcome: Two creative options presented, with one selected to refine further.*



STEP 3: Logo Refinement & Finalization (Weeks 3–4)

- **Up to 2–3 Rounds of Revisions** (collaborative refinement)
 - Revisions: Deliverable Approval Form sent via Google Docs/[Sign.com](https://www.sign.com) (Up to 2 revisions, must not change the entire logo. Forms MUST be signed and dated for approval of changes. Additional revisions \$30 each).
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- **1 Final Logo + 1 Variation** (for flexible use across platforms)

✓ *Outcome: A polished, versatile logo ready for branding.*

1. Final Files Delivered:

a. Logo Files:

- i. PDF and PNG (transparent background)
- ii. Black, White, and Color Versions

STEP 4: Brand Collateral & Identity (Weeks 4–5)***

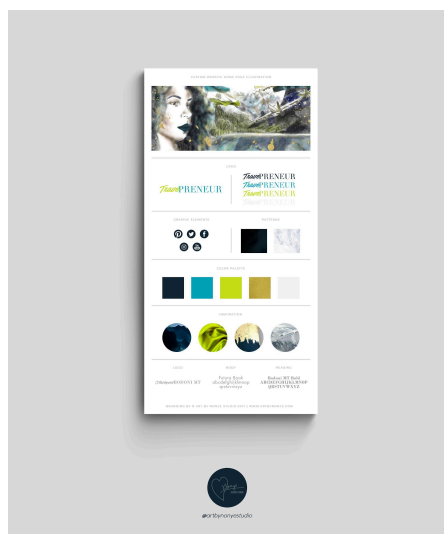


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Branding Process (continuation of the Logo Process)

- **Matching Business Card Design (2 variations to choose from)**
- **Custom Pattern/Design Elements** (to enhance brand cohesion)
- **Quick Brand Guide Sheet** (fonts, color codes, usage tips)

✓ *Outcome: A mini brand identity toolkit for consistent visual communication.*



Custom Branding Sheet and Explanation Guide (Includes the following:)

- Logo (Logo variation included)
- Fonts (include where to get them)
- Color Scheme (Custom Brand Colors and how the colors should be used)
- Visual References (Pictures/Photography to identify Mood/Style of Brand and Photography style)
- Custom Textures | Patterns | Design Elements to help identify brand & cohesion.
- Business Card Design Process

STEP 5: Step 5: Final Delivery (Week 6)

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

✅ Outcome: Complete visual branding package, ready for print & digital use.

Final Files:***

- Logo (PDF and PNG files)
- Logo Watermarks (PNG files)
- Business Card Design (JPEG and/or PDF file(s))
- Custom Design Patterns/Textures (JPEG, PNG, and/or PDF file(s))
- Custom Branding Sheet (JPEG file)
- Custom Branding Sheet Explanation Guide (PDF Document)

*****Payment/Deposit and deliverable form/approval signature before final files are sent.**

🕒 Step 5: Final Delivery (Week 6)

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

Additional Design Services:

Flyers, Envelopes, Letterheads, Social Media Curated posts/designs, marketing materials, etc will follow the same procedure and design process. Includes up to 2 revisions for each. (Extra revisions will be an additional charge):

- **Essential Branding:** Additional charge for each *Additional Design Service*.
- **Premium Branding:** *ONE Additional Design Service included.* (additional charge for extra design services)