



ART BY NONYE DESIGN STUDIO

Logo & Visual Branding Process

To get started and to get to know you and your brand better, I require a Branding Questionnaire to be filled out and a consultation. This is necessary before I begin the design process.

*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:

THE PRELIMINARY LOGO/BRANDING DESIGN PROCESS: (QUESTIONNAIRE & CONSULTATION)

1. STEP 1: 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. STEP 2: 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).**
 - o **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.
 - o **To Reschedule:** Email me at info@artbynonye.com 5 days before your scheduled consultation.
 - o **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. STEP 3: 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.

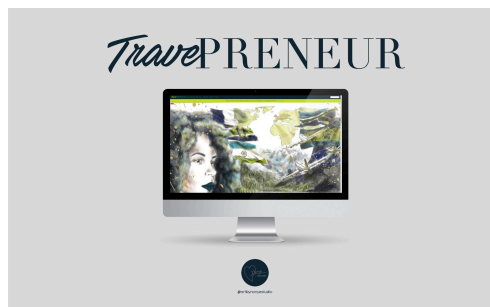
The Logo/Branding Pricing is divided into three different packages with the option to add additional individual branding identity designs to each (such as letterheads, brochures, flyers, social media post templates, Facebook page banner design, etc.) for an additional fee.

Payments are set up into ***two payments for the Basic and Premium packages*** and ***three/four payments for the Premium Plus***. This will be billed through Paypal Invoices.

THE LOGO DESIGN PROCESS (About 3 Weeks to 1 Month***) (BASIC PACKAGE):

*** 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.

1. Non-Refundable Logo Deposit Invoice (Must be 50% of the total project and paid before the start of the project and contract) to secure a spot and to begin the process.
 - a. Logo Research based on Branding Questionnaire
 - b. Collaboration Board on Pinterest (Visual Ideas)



2. Logo Initial Drafts (2-3 drafts/variations) delivered via Google Docs. Choose ONE logo draft variation to be modified.
3. Revisions: Deliverable Approval Form (Up to 2 revisions, must not change the entire logo. Forms MUST be signed and dated for approval of changes. Additional revisions \$30 each).
4. After the final logo Deliverable Approval Form (if choosing a bundle package), Business Card Design drafts to follow. Two styles/variation drafts will be presented in Deliverable Approval form for the business cards. 3D mockups (realistic previews) of the business card design will be shown in this document.
5. Business Card Revisions: The same rules apply similar to logo design.
6. After the final Business Card Deliverable Form is sent and approved, the remainder of the project invoice must be paid in order to receive the final files. The original invoice will be sent for reference.



7. Final Files Delivered:

a. Logo Files:

- i. (PDF and PNG (transparent background)
- ii. Black Version and White Version

b. Logo Watermark Files

- i. PNG files of White, Gray, and Black versions of logo watermark

c. Business Card File:

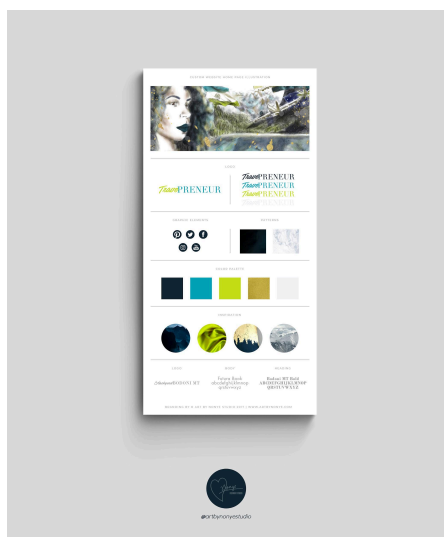
- i. JPEG and/or PDF files of Business card design to use on sites like VistaPrint.com or Moo.com

THE BRANDING PROCESS: About 2 to 4 months*** (PREMIUM / PREMIUM PLUS PACKAGES):

*** 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. 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.

Branding Process (continuation of the Logo Process)

1. Extensive research of Branding Questionnaire (If you purchased the *Basic Package* previously, you will use your existing questionnaire from questions that were not assigned. You will still be required to book a new consultation.)
2. Custom Branding Sheet and Explanation Guide (Includes the following:)



- a. Logo (Logo variation included)
 - b. Fonts (include where to get them)
 - c. Color Scheme (Custom Brand Colors and how the colors should be used)
 - d. Visual References (Pictures/Photography to identify Mood/Style of Brand and Photography style)
 - e. Custom Textures | Patterns | Design Elements to help identify brand & cohesion.
3. Business Card Design process
 4. Final Payment for *Premium Package* due before final files are sent.

5. **Final Files (Premium Package):**

- a. Logo (PDF and PNG files)
- b. Logo Watermarks (PNG files)
- c. Business Card Design (JPEG and/or PDF file(s))
- d. Custom Design Patterns/Textures (JPEG, PNG, and/or PDF file(s))
- e. Custom Branding Sheet (JPEG file)
- f. Custom Branding Sheet Explanation Guide (PDF Document)

6. **Additional Branding Identity Designs** (Flyers, Envelopes, Letterheads, Social Media Curated posts/designs, marketing materials, etc) will follow the same procedure as the Business Card design process. Includes up to 2 revisions for each. (Extra revisions will be an additional charge):

- a. **Premium Package:** Additional charge for each *Additional Branding Identity Design*.
- b. **Premium Plus:** *TWO Branding Identity Designs included*. More than TWO, extra charges will follow.

7. After final Deliverable Forms are sent and approved, the remainder of the project invoice must be paid in order to receive the final files. The original invoice will be sent for reference.