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MICHAEL JORDAN

THE LATEST LOGOS DESIGNED BY US

LEGIS CHAMBER



**MONTHLY NEWSLETTER
APRIL 2016 ISSUE**

UNI SQUARE CONCEPTS™

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OUR LOGO DESIGNING PROCESS

Logo designing is a very crucial element for any company. A logo represents your brand and is the most important aspect after your brand's name. Logo once created, trademarked and launched, cannot be changed. Therefore an intricate process is to be followed to design a logo. First and foremost, a professional logo design agency like Uni Square Concepts should be hired and the work should not be given to any amateur designer. Not all companies have a well defined process for designing a logo and many of them just create images and present it as a logo. We follow a very detailed and intricate process to design and develop the best logo, suitable for the brand. For designing a logo, one should be familiar with all the elements of a logo because each and every element in a logo is crucial. Most minute mistakes in the design can also make a lot of difference. The elements that should be taken care of while designing a logo include its colour, font, relevance, proportions, symmetry, etc.

THE PROCESS OF DESIGNING A LOGO FOLLOWED BY UNI SQUARE CONCEPTS

- 1. Questionnaire & Initial Research:** A questionnaire is sent to the clients to know about their perspective for the logo and on that basis, research and analysis is performed. This includes study of demographics of the target audience, nature of work in which the company is involved, about the company, vision of the company, etc. A competitive analysis is also done.
- 2. Conceptualisation:** On the basis of the result generated from the above process, a few logo designs are conceptualised.
- 3. Sketching:** After the conceptualisation is done, the concepts are then presented in the form of sketches to the clients. Sketches are chosen initially because they help in portraying the exact thoughts of the designers. The most appropriate sketch chosen by the client, is finalised for getting developed as the final logo.
- 4. Designing in Vector:** The selected sketch is converted into a vector format using an appropriate software.
- 5. Further Development:** A detailed review is carried out of the vector format so produced and the necessary changes and amendments are made.
- 6. Feedback:** After the changes are done, the logo is presented to the prospective customers and a feedback is generated from them.
- 7. Finalisation:** Based on the feedback received, the final changes are carried out and the finishing touches are given in order to finalise the logo.

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