

YOU FOUND ME!

THANK YOU!



INSIDE YOU'LL FIND A FEW HELPFUL
THINGS FOR YOU, AS WELL AS A FEWA
USEFUL THINGS TO FILL OUT FOR ME!

PLEASE DON'T HESITATE TO
REACH OUT IF YOU HAVE ANY QUESTIONS.

JM

HOW IT WORKS

IT'S QUITE SIMPLE, BUT I LIKE TO GIVE ALL MY DESIGN CLIENTS AN OVERVIEW OF THE PROCESS.

1. FIRST I LIKE TO PICK YOUR BRAIN AND MAYBE HAVE YOU FIND A FEW LOGOS THAT INSPIRE YOU (PINTEREST IS REALLY HELPFUL FOR THIS).
2. AFTER WE'VE HAD SOME CREATIVE DISCUSSION, I'LL GO AHEAD AND SKETCH A VARIETY OF IDEAS, THEN I'LL SEND YOU PHOTOS OF MY FAVORITES. IF YOU LIKE SOME OF THEM, YOU CAN PICK THEM OUT AND I'LL REVISE THEM. OTHERWISE I'LL GO BACK AND DRAFT UP MORE IDEAS.
3. WE CAN MAKE AS MANY REVISIONS AS WE WANT, MY GOAL IS TO MAKE SURE YOU GET A LOGO THAT YOU FEEL ENCOMPASES YOU AND YOUR BRAND PERFECTLY. PLEASE DON'T BE SHY - IF YOU DON'T LIKE SOMETHING JUST LET ME KNOW. I ASSURE YOU I HAVE VERY THICK SKIN!
4. AFTER WE'VE MADE REVISIONS, I'LL GO AHEAD AND DIGITALIZE THE FINAL RESULT. WE CAN MAKE A FEW MORE TWEAKS, THEN I'LL SEND YOU WHATEVER VERSIONS, LOCKUPS, OR COLORS YOU MIGHT NEED.

VOILA!

YOU NOW HAVE A HAND CRAFTED, UNIQUE PIECE OF ART THAT I HAD THE PLEASURE OF CREATING WITH YOU!

JM

BEFORE WE GET STARTED...

Hello there, I'm so excited to start working with you on your project! But before we dive in I want to get to know you and your brand a little better. If you wouldn't mind taking the time to fill out these questions, it will help me greatly in getting to know you and your brand, as well as how I can best help you accomplish your goals!

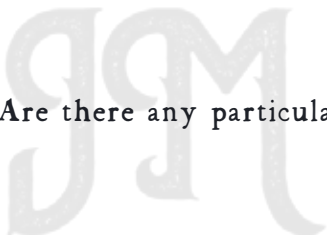
What do you like (or would like) about your current Brand Identity.

What don't you like about your current Brand Identity.

What's the story behind your brand?

Can you name a few examples of other brands/logos you admire?

Are there any particular adjectives you want people to associate with your brand?



Where do you see yourself in 5/10 years?

Who is your ideal client or demographic? (age, hobbies, class)

Who do you think will be your competitors?

What do you hope to achieve with your logo/brand?

What do you hope I accomplish most for your brand?

Are you comfortable with me posting the process and/or final product on my social channels?



THANK YOU

PLEASE FEEL FREE TO REACH OUT IF YOUA
HAVE ANY QUESTIONS AT ALL!

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