

How to Create a Company Logo

As a start-up, having quality Logo is essential to build brand recognition. A cost effective way of develop branding materials is to use crowdsourcing website such a 99Designs.com, Logo Tournament.com, Crowdspring.com or one of the many other sites to obtain a variety of ideas very cost effectively.

Although all of these sites do have a fee associated with them, it is much less than hiring a single graphic designer to develop logo concepts and you have several different designs to select from. In the example below, we will walk through the process of using 99Designs.com. This site helps you to get your Logo in an effective and creative way with a money back guarantee option. You will have approximately 30 designs to review from experienced designers if you choose the basic Logo package. Moreover, other than doing it online, 99Designs.com also gives you option to talk to their design experts.

Logo & identity

Kick your business off right with a unique, memorable design.

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Logo design from US\$299 A professional quality logo... |  Business card from US\$199 Unique card to leave a great impression... |  Stationery from US\$199 Invoices, letterhead, envelopes... |
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On Logo & Identity, click on the icon Logo design to get started and follow the steps below:

1. Assess your Style

To understand your preference better and to direct you to the right designers, select some Logos provided that you might like. You may skip this step, and choose your preference style by adjust your likeness based on this categories:

- Classic vs Modern
- Mature vs Youthful
- Feminine vs Masculine
- Playful vs Sophisticated
- Economical vs Luxurious
- Geometric vs Organic

However, be sure that your preference goes along with the Brand Image and Positioning of your product you want to create.

2. Choose Color Theme

If color theme matter to you, you might choose up to three colors that you would like your designers to explore. Otherwise, just skip this step and continue.

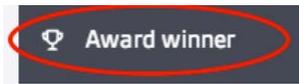
3. Logo Design Brief

Among the other steps, this would be the most important step because it helps the designers to determine how they should design it in a way it can represent the Brand you desire.

- **Enter your email address**
This is required for verification and also best way to save your information if for some reason you have to continue the work in another time
- **Language**
You can choose either English or Spanish as your preference language
- **Background Information**
 - Add any Name if you want to be in your Logo
 - Organization Description & Target Audience
 - Select your industry
- **Content Details**
If you want any Slogan to be incorporated in your logo, add the information on this content details. Otherwise, just leave it blank. You also can add other design or package besides your company Logo with additional cost if desired.
- **Other Details**
Add other details which you think can help the designers to meet your preference. You also will be able to upload any images, sketches or other documents to illustrate better.

4. Launch your Contest

Once you submit the payment and Launch your Contest, the contest will usually run for 7 days. You can end the contest by select the winner directly by clicking this



button beneath the design you wish to award the prize.

However, you will lose some chances to receive more designs which probably even better than the one you picked.

5. Received Designs

Avoid giving a design a high rate immediately because it can unmotivated other designers to submit theirs. However, you can still pick the design regardless rating you gave them.

6. Give Feedback

Besides giving ratings, you also can send private messages to help designers shape their ideas to your need.

7. Select Finalists

After qualifying round which will run first 4 days of the contest, now you can select up to 6 finalists to be guaranteed winner. That is also mean that you cannot do any refund once you have selected the finalists.

8. Pick Your Favorite

You have up to 2 weeks to review during this stage to determine the winner. Once you select the winner, then the designer you have selected will upload the finished design files to the **Handover** page. Moreover, you may also request any minor changes or revision up to 5 days since Handover before you get the ownership transferred into your name.