

Design Plan Properties Explainer

Concepts = e.g 4:

This indicates that the logo designer will provide four different initial concepts or ideas for your logo. You can choose from these concepts or provide feedback for revisions.

Logo Type = e.g Logomark:

This suggests that the designer is open to creating various types of logos. Logo types can include wordmarks, lettermarks, pictorial marks, abstract marks, or a combination of these.

Initial Concepts = e.g in 24 hours:

The designer commits to delivering the initial logo concepts within 24 hours after the project starts. This is a quick turnaround time for the first draft of your logo. This can be 7 hours or less

Designer = Dedicated:

Having a dedicated designer implies that one specific designer will be assigned to your project. This person will be responsible for understanding your requirements and creating the logo concepts.

Files = PDF/PNG/JPG:

The final logo files will be provided in **PDF/PNG/JPG** formats. PDFs are commonly used for high-quality and scalable graphics, ensuring that your logo can be used in various applications without losing quality.

Revisions = Unlimited:

You have the flexibility for an unlimited number of revisions. This means you can provide feedback to the designer, and they will make changes to the logo until you are satisfied with the final design.

Design Window = e.g 24 hours:

The design window is the period during which the designer will work on your project. In this case, it's specified as 24 hours. This could refer to the time frame within which you can expect the initial concepts, revisions, and final design to be completed.

Source File = e.g No:

This suggests that the designer will not provide the source files for the logo. Source files are editable files (e.g., AI, PSD) that allow you to make future modifications to the logo yourself. Without source files, you may need to return to the designer for any changes. However, you can get the source file for KES 1,000 if it's not part of the package offering.

Stationery Design = e.g No:

Stationery design refers to the creation of additional branded items like business cards, letterheads, etc. In this case, it's mentioned as "no," indicating that stationery design is not included in this logo design package.