1. Define with a Brief

Defining the Brief helps us better understand your Nonprofit's mission and goals. It is crucial to understand the context and constraints within which the logo will be implemented.

![Image of a brief]

2. Research

Research is essential to understand the current landscape and to inform your design choices. This step involves:

- Identifying similar Nonprofits in your field
- Understanding the current design trends in the Nonprofit sector
- Gathering feedback from stakeholders of your Nonprofit

![Image of research]

3. Brainstorm & conceptualize

This stage involves generating ideas and concepts that will inform your design. It is a creative process that can include:

- Conducting workshops with your team or stakeholders
- Sketching potential logo concepts
- Evaluating the feasibility and uniqueness of each concept

![Image of brainstorming]

4. Optimize & drafts designs

Once you've finalized the concept, it's time to optimize it. This step involves:

- Refining the design to ensure it aligns with your Nonprofit's vision and mission
- Testing the design across different platforms and contexts
- Soliciting feedback from key stakeholders

![Image of drafts designs]

5. Client feedback & revisions

It's important to involve your Nonprofit's leadership or key stakeholders throughout the process. This step involves:

- Sharing drafts with the team for feedback
- Making necessary adjustments based on feedback
- Revising the design based on client input

![Image of client feedback]

6. Develop logo identity

The final step is to develop the logo identity. This involves:

- Finalizing the design
- Creating a style guide for the logo
- Ensuring the logo is scalable across different platforms

![Image of developing logo identity]