

# NONPROFIT LOGO DESIGN PROCESS

## • in 6 Steps •

It's undeniable that a logo speaks volumes about a business or brand. Nonprofits need great imagery and well thought-out design bundled up in a small icon to represent their organization. The process to create such an important symbol isn't easy. In this infographic, we will walk you through the six steps of how your new logo is created from the lenses of a graphic designer.

“A company's logo is its shorthand, a visual cue that tells a story of the brand's culture, behavior, and values,”

Su Matthews Hale,  
Senior Partner at Lippencott

### 1. Brief with client

Before creating a logo, you have to first get to know your client's needs, values, culture, and personality. You can't create the identity of someone you don't know. Be sure to ask as many questions as possible so that you get a thorough understand of exactly what your client wants. They should fill out a questionnaire which entails some of the following details:



### 2. Research

Once you get to better know your client, it's time to delve into some research. The process could look something like this:

- 1 FIND OUT WHAT'S WORKING AND NOT WORKING** for other nonprofits out there.
- 2 RESEARCH CURRENT TRENDS** in the nonprofit industry.
- 3 INVESTIGATE OTHER NONPROFITS** that are similar to your client's organization.
  - What do their logos look like? Do they adhere to a similar style or theme?
  - Are their logos timeless or will they look old-fashioned in 10 years?
- 4 DETERMINE THE LOGO APPLICATION** for your client.
  - How and where will the logo be used?
  - Will it be exclusively on the web, or will they need to print materials on paper or even on t-shirts or mugs?
- 5 TAKE INTO ACCOUNT THE PROPORTIONS** you should use when designing the logo.
  - Will it appear very small on some formats and large on other formats?
  - Will you need to create two versions of the logo depending on where it's placed?

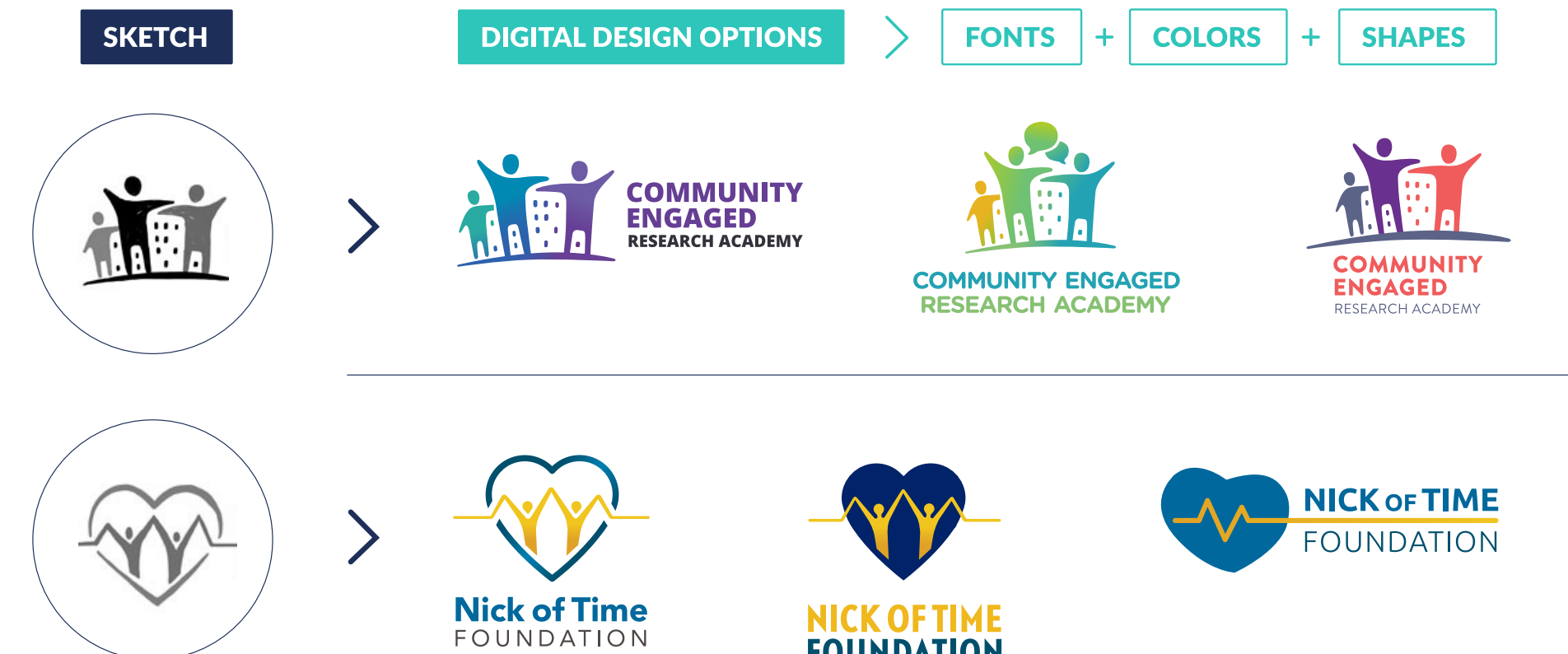
### 3. Brainstorm & conceptualize

This is the part where your research and ideas become more concrete. Often, you need to draft dozens of logo ideas before coming up with your top designs. You should always have a notepad within close proximity so that your ideas can run freely in pen and paper before being transferred to Adobe Illustrator. This is the part where you experiment with fonts, colors, size, forms, proportions, logo types, etc. Furthermore, it is important that you begin to conceptualize how the logo will represent your client's organization, and that it's meeting their criteria even in the rough draft stage.



### 4. Digitize draft designs

In this step, your logos become alive. Take your favorite sketched designs and recreate them in Illustrator, where you will best be able to tweak them with different colors, fonts, shapes, etc. Create a few variations of your client's logo with enough differences so that they can choose the one they feel best fits their nonprofit. However, make sure each of the different logo maintains the same theme to prevent confusing the client. Before submitting the logos for review, it's always good to have another pair of eyes look at your designs for extra feedback.



### 5. Client feedback & revisions

Send your draft design presentation to your client in order to get their feedback. It's a good idea to send a written description of your concept behind each logo design along with your presentation. This stage could include many rounds of revision in order to change and improve the logo to the client's liking. Ultimately, the final logo is chosen, approved and prepared for identity development.

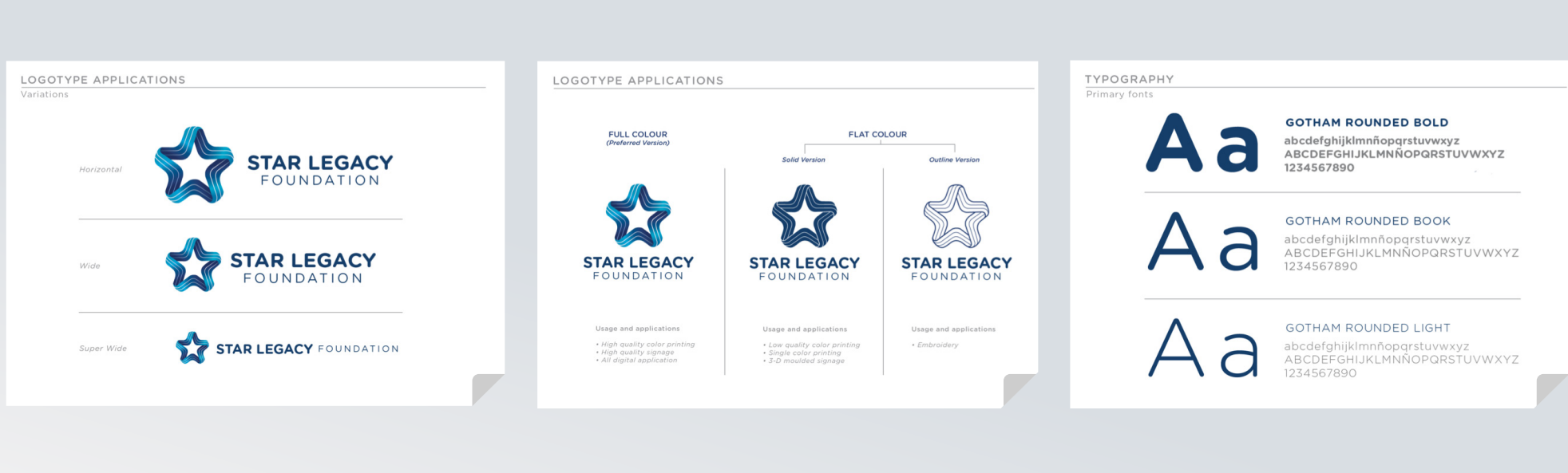


### 6. Develop logo identity

Once the final logo is selected, you should create a branding guide which details how variations of your logo will appear in situations such as:



This logo branding guide will give your client a full understanding of how they can use their logo over a variety of formats and landscapes as well as ideas on how to design future branding materials for their organization.



### SOURCES

- Zero to Logo: The Creative Process in 7 Steps**  
[www.dwuser.com/education/content/zero-to-logo-the-creative-process-in-7-steps/](http://www.dwuser.com/education/content/zero-to-logo-the-creative-process-in-7-steps/)
- How professionals approach the logo design process**  
<https://99designs.com/blog/tips/logo-design-process-how-professionals-do-it/>
- 5 Basic Types of Logos**  
<https://nodinx.com/5-basic-types-of-logos/>
- Expert Explains What Makes The Best Logos So Good**  
<http://www.businessinsider.com/what-makes-the-best-logos-so-good-2014-4>