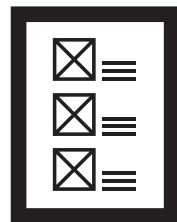


Logo Design Process

briefing*



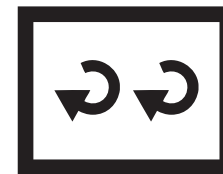
3 directions
choose 1
(sketches)



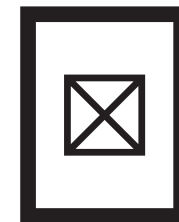
after refining:
proposal



up to 2
iterations



final design



*or briefing upgrade
by impulsant