

Working with a skilled
Logo Designer leads to a more
stable and long-term
brand foundation

HOW TO ORDER A **LOGO DESIGN**

COMPLETE GUIDE

As a **business** grows, the need for a professional logo becomes clear—often **too late**, when **rebranding** is already costly.



PREPARE A CLEAR LOGO DESIGN BRIEF BEFORE YOU START

- Define the **purpose of the logo** where it will be used web, print, social media, packaging etc.
- List your **shortlisted logo ideas** or concepts.
- Specify preferred **logo styles** modern, minimal, classic, bold, etc.
- Add visual **references** or **inspiration** examples.
- Note any **colors** you like or want to avoid.
- Write clear "don'ts" to prevent **unwanted directions**.
- Share your **target audience** and brand personality.
- Keep the brief **short and focused** to save time.



PRINCIPLES OF A TIMELESS LOGO DESIGN

- Combine a simple, memorable icon with custom typography.
- Ensure the logo works clearly in a single color.
- Keep the design simple to maintain long-term relevance.
- Test the logo in black & white for high utility.
- Avoid complexity for scalability.

Simplicity ages well; complexity wrinkles fast.



LANGUAGE BARRIERS

- Use clear, simple wording—terms like “modern” or “premium” can mean different things.
- Avoid slang and local references if possible.
- Confirm brand name spelling, pronunciation, and tagline accuracy.
- Consider time zone differences when order.

Logos are tiny visual ambassadors.
They cross borders faster
than you do.



CULTURAL DIFFERENCES

- Colors and symbols can carry different meanings in different cultures.
- Avoid religious, political, or sensitive imagery.
- Clearly define your target market to ensure cultural alignment.
- Design preferences vary by region & audience.

When ordering a logo design across regions, keep these language and cultural factors in mind.



ESSENTIAL LOGO FILE FORMATS TO REQUEST

At the end of the project, make sure you receive the final logo files in essential formats such as **EPS, PSD, and PNG**.

These formats are necessary for print, web, and future editing.

SVG or **WEBP** formats can be handy for website.

A logo is not just an image
—it is a compressed business strategy.
AI can assemble shapes; strategy still requires human judgment.





WEBCOMFORTS

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Logo Design?**

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