

# WHAT DOES IT TAKE TO CREATE A LOGO?

Independent freelancing is booming. Graphic designers are turning to online marketplaces in droves to sell their design skills. Businesses without the 'big guy' budget increasingly choose to outsource or crowdsource design online then use the traditional agency process, which can be slower, expensive and risky. So, in the new world of cheaper, faster crowdsourced custom design, how long does it take a freelancer to create a logo, without compromising great quality, versus the old way? We compare the old and the new timelines for getting a logo made.

*These times are indicative only and will vary from brief to brief. Grey bar indicates the old way.*

## RESEARCH

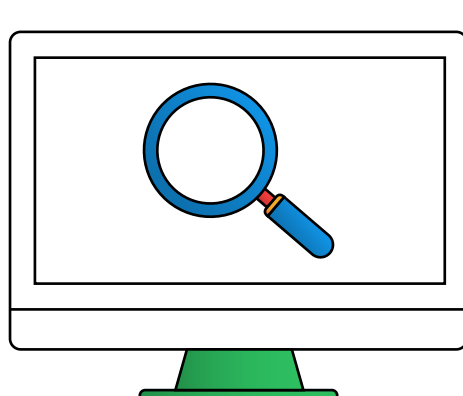
READING &  
UNDERSTANDING  
THE DESIGN BRIEF



30MINS

**30MINS**

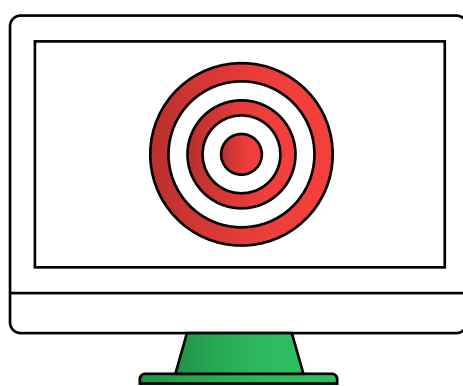
RESEARCH  
THE COMPANY



2-3HRS

**1HR**

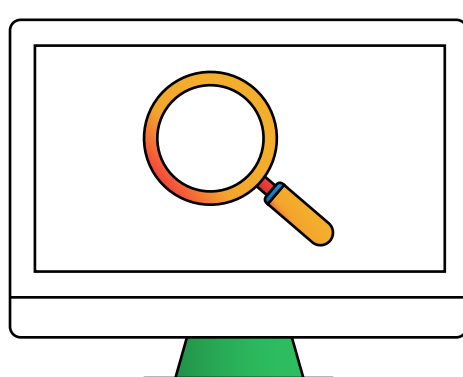
RESEARCH  
MARKET & TARGET  
AUDIENCE



2-3HRS

**1HR**

RESEARCH  
COMPETITORS



2-3HRS

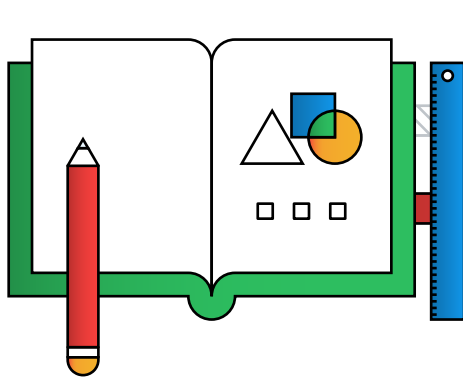
**1HR**

**3HRS 30MINS**

COFFEE BREAK

## DESIGN

BRAINSTORM  
&  
SKETCH

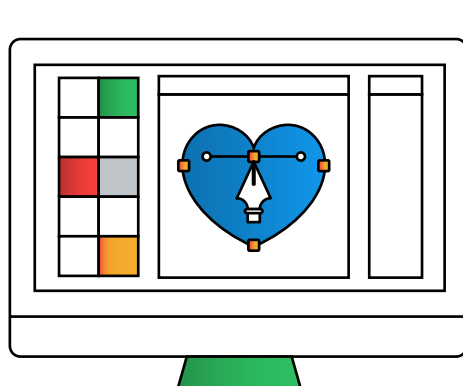


5-8HRS

**2HRS**

COFFEE BREAK

DIGITIZE  
CONCEPTS



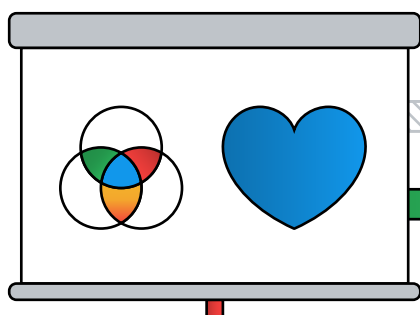
2-3HRS

**30MINS**

**2HR 30MINS**

## SUBMISSION & FEEDBACK

UPLOAD/PRESENT



2-3HRS

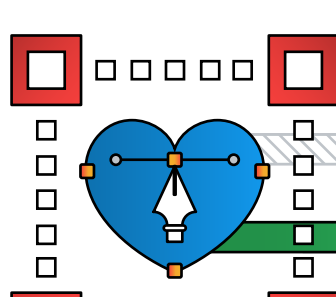
**15MINS**

SLEEP

COFFEE

FEEDBACK

LOGO EDITS



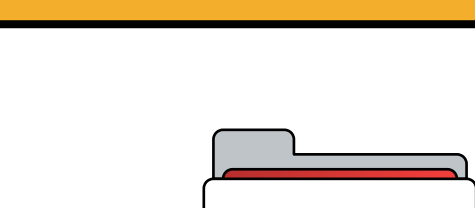
2-3HRS

**30MINS**

**45MINS**

## HANDOVER

CLEAN UP FILES  
&  
HAND OVER



30MINS-1HR

**30MINS**

**30MINS**

## GET PAID & CELEBRATE