

WILDLY CREATIVE
WILDLY CREATIVE
WILDLY CREATIVE



CAROUSEL DESIGN + PHOTO
LOGO DESIGN
investment

Project Overview

LOGO SUITE + BRANDING ESSENTIALS:

- 1 Primary Logo
- 1 Secondary Logo
- 1 Submark + Element
- 1 Apparel Design
- Seamless Brand Pattern

All designs are provided to you in the following file types: AI (Illustrator), .EPS, PDF and PNG

You will also receive a quick brand guide that includes the colors and type family used in your design.

PROCESS:

- Complete client questionnaire.
 - This gives me all the important information needed to create your concepts.
- Provide payment.
 - Invoices must be paid in full before the design process begins. I accept a variety of payment options through a secure online invoice.
- Mood board delivery.
 - I take the information from your questionnaire and pull together fonts, color palettes and inspiration to further dive into your style.
- Deliver first (two) concepts.
 - Don't panic, you aren't limited to just the two concepts. Delivering two strong concepts allows me shorten the timeline while allowing you to change directions if you are still unsure of your style.
- Revisions/Additional Concepts.
 - Make changes to the initial concepts or requests new ones at this time. I will work with you on changes until you are completely satisfied.
- Delivery of final assets.
 - Once you are satisfied with your final design, you will receive all the above mentioned assets in the different file types. Also, included is a quick file guide to help you get the most of your design.

Project Example + Timeline

Start

TIMELINE EXCLUDES WEEKENDS & HOLIDAYS
AND IS ALSO DEPENDENT ON YOUR RESPONSE TIME.

CLIENT QUESTIONNAIRE &
INVOICE DELIVERY
(24-48 HRS)

DELIVERY OF MOOD BOARDS
(24 HRS)

DELIVERY OF INITIAL CONCEPTS
(48-72 HRS)

REVISIONS
(48 HRS)
IF CHANGING CONCEPTS
(48-72 HRS)

DELIVERY OF ASSETS
(24 HRS)

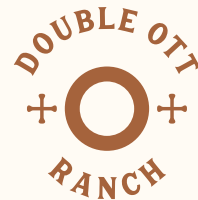
Finish

HAVE QUESTIONS OR ARE READY TO JUMP IN!

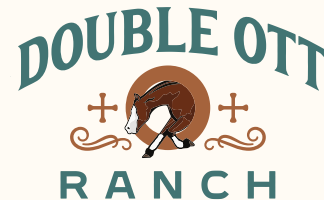
Please contact me: Taylor Hoelscher
taylor@carouseldesignphoto.com



PRIMARY LOGO



SUBMARK



SECONDARY LOGO



APPAREL DESIGN

#A6633C

#65352B

#417373

#E7DBD0

DOUBLE OTT

HANLEY PRO BLOCK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

RANCH

HANLEY PRO SANS WIDE EXTRA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ



ELEMENT



BRAND PATTERN

Style References

TYPE

BOLD

BEBAS NEUE

Conthrax

PACER

VINTAGE / RETRO

Milkstore 01

NORTHWEST

Regards

ELEGANT

serafina

LOST LOVE

Kinta

PLAYFUL

Hago

LUMOSKY

KINDRED

TYPE STYLE

Script

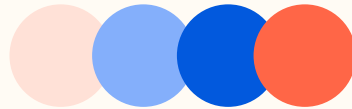
Serif

Sans Serif

1.



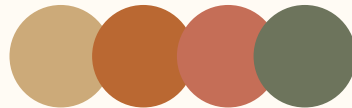
2.



3.



4.



COLOR

5.



6.



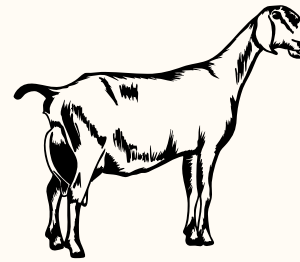
7.



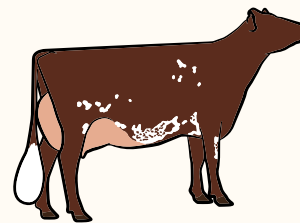
8.



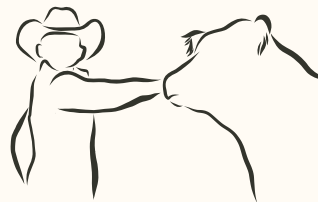
GRAPHICS



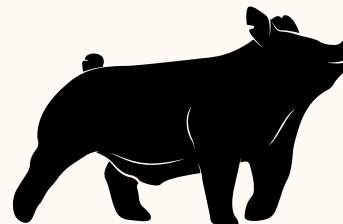
SKETCH / ILLUSTRATED



COLOR / DETAIL



OUTLINE



SILHOUETTE



BACK BAY
CLUB LAMBS



LOGO EXAMPLES

