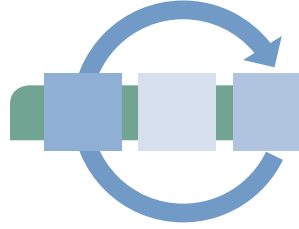


iconiq Design Process



1. Meet/Discuss/Plan

This is the first step in the process. We meet to discuss your needs, to find out what a new piece of design (or a revision of an existing piece) would help bring to your business. We talk budget, timeline, expectations of the finished piece, your goals, and how we define success. This step ends with a quote provided to you outlining all we have discussed.



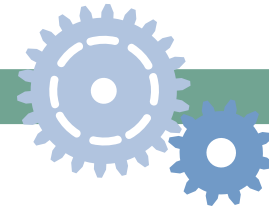
4. Present/Revise

The designed concepts are presented to you. You select one of the options and provide feedback. Up to two rounds of revisions are made (rarely more), refining the design until it is ready to go to the next step.



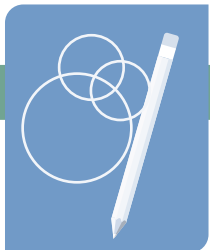
2. Research

Research is vital to a successful project. It informs all of the design that comes in the next step. We research your company, your industry, your competitors, current design trends and how your competitive advantage puts you ahead of the competition.



5. Production

Production is the final step in the design process. The approved design is made ready for printing, coded and debugged, or a style manual is created. Once production is done the design process is finished, then...



3. Sketch/Explore/Concept/Design

This is where the your project begins to take shape, be it logo, brochure, website, or anything else. All of the research done in the previous step and your needs go into the generation of ideas and concepts. Usually 2-3 concepts are generated, sometimes more.



6. Delivery/Launch

Delivery/Launch is the process coming to fruition. If your project was a print project it is the delivery of the final printed piece. If it is a logo, you get the final files delivered to you on a disc along with the standards manual. If its a website., your site goes live!