



## Logo Design Proposal for Congregational Websites

The Communications and Events Team will assist with the design of a new logo, and basic style guide for digital use. The logo and overall branding will share the vision and mission of the clients' congregations/faith communities.

Below is an outline of the branding/logo design process:

### Research

The Communications & Events Teams will connect with the client to learn more about their congregation, find out the congregations vision for the future and also what attributes are important to the life of the congregation. This information is collated via a face-to-face meeting with the congregation's leadership group and also from a short questionnaire designed to glean specific information about the congregation.

Having gathered an overall picture of your congregation and all other information required, including the questionnaire and any special requests/requirements, the Communications & Events Team can proceed with the logo design process.

### Creating

The Graphic & Digital Designer will begin to brainstorm and sketch ideas. This is one of the most important and most time consuming steps in the logo design process. The aim is to create as many quality designs as possible in the timeframe the logo design project allows.

### Refining

The Communications & Events Team then selects the best of the rough ideas and makes them more presentable. This involves scanning the sketches into the computer, redrawing into digital format and choosing appropriate fonts and colour schemes.

### Presentation

The logo concepts will be presented in a mock up form (i.e. on the website or digital preview). This will provide a better sense of what the logo will look like in real life application and as a part of a cohesive brand.

### Revisions

Upon feedback from the congregations leadership group, any necessary final changes to the logos will be addressed (i.e. colour, type, graphic modification). In the rare instance that none of the logo concepts are unsatisfactory, additional concepts can be created but there may be a fee attached.

### Finalising

Upon approval of a logo, the final design files will be sent via email or cloud based service (One Drive or Google Drive).



## Pricing

The cost of a logo design for digital use is \$200 + GST all inclusive. This rate is a special offer only for congregations on the Congregational Website Program.

This price includes 2 logo concepts for your leadership team to choose from.

This price does not include additional costs for buying fonts/stock images, or other graphic elements. Contents (images, font type, etc) will need to be purchased by the client. If required, Communications & Events Team suggest other free of low cost options.

Upon the final payment, the copyright is released/given only for the final chosen design/concept. All other designs (other designs concepts and developments) remain the property of Uniting Church Communications & Events team, unless agreed otherwise.

- One round of revision offered on the chosen logo.
- A time frame of 8-10 weeks allowed for research and conceptualisation of initial concepts.
- Two weeks allowed for revision, preparation of files, creating basic logo usage guideline.
- A maximum of 20 hours for the entire project is allowed. This includes time spent communicating, revisions, finalising, etc.