







# HOW TO START A LOGO

Logo design is quite personal and actually can take from 2-3 days up to many months. Before we start the process, it is important to me, that, in general, you like the logos that I have already designed. If you are looking for something completely different, still feel free to contact me. I will give you feedback if we can create your logo together or if another designer would be the better match for you.

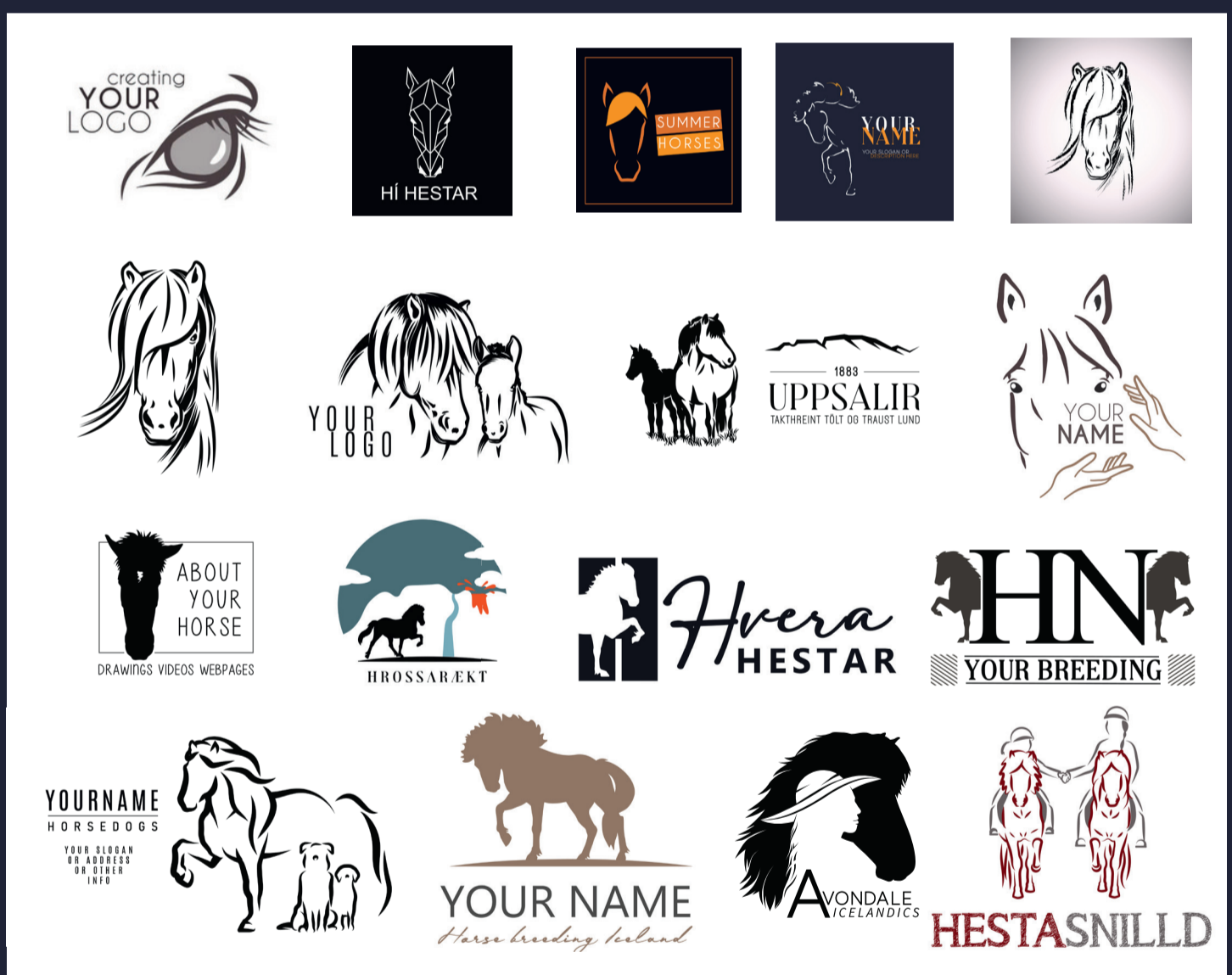
## 1) BEFORE WE START, CHOOSE FROM THE FOLLOWING:

|   |    |  |
|---|----|--|
| <b>FONT-BASED</b><br>        | OR | <b>ICON-BASED</b><br>           |
| <b>BLACK/ COLORLESS</b><br> | OR | <b>COLORED</b><br>             |
| <b>HORSE ONLY</b><br>      | OR | <b>ANOTHER ITEM ADDED</b><br> |

works well if you have distinctive characteristics around you:  
nature, building, name...

## 2) WHICH LOGO/ STYLE DO YOU LIKE BEST?

choose from any logo that you see here. To get a better look, check out my instagram [www.instagram.com/about\\_your\\_horse](http://www.instagram.com/about_your_horse)



## 3) IN ADDITION TO THAT, I NEED FROM YOU BEFORE WE START:

- 3.1: Name as it is going to be in the logo. *Check first with the patent office. Iceland: hugverk.is*
- 3.2: Do you want to add a slogan or description? *Check first with the patent office.*
- 3.3: Three words describing how you want your logo to be perceived by others.

## 4) TAKE A LOOK AT THE DESIGNS THAT ARE FOR SALE

There might be something that you like. (These designs are the cheapest option). Or you see something that you like, but want certain elements replaced e.g. with your own horse..., colors or font changed...

