



L O G O D E S I G N

Welcome.

Unlock the Power of a Great Logo

In today's competitive marketplace, a powerful logo isn't just a decorative mark—it's the cornerstone of your brand's visual identity.

It represents the soul of your business, tells your story at a glance, and consistently supports everything from marketing to customer perception.

At Round Table Agency, our goal is to craft logos with timeless impact through a collaborative and strategic design process.

This brochure explains our process, philosophy, and commitment to brand excellence in detail.

What Makes a Logo Effective?

A great logo is simple, memorable, versatile, and communicates your brand's personality and values. It's the first impression your business makes, the signature that's recognized on everything from your website and packaging to your social media profile.

A well-designed logo:

- Instantly reflects your business's identity and ethos
- Looks professional across all platforms
- Builds trust and recognizability among your audience
- Sets you apart from competitors

Our focus is on delivering logos that tick all these boxes, leaving you with a mark that lasts.

Approach.

Collaborative, Strategic, Creative

We believe logo design should never be a one-size-fits-all process. Each client, business, and brand challenge is unique. Here's how we ensure our process works for you:

A well-designed logo:

- **Collaboration:** We work side-by-side with you, welcoming your ideas, feedback, and vision throughout all steps
- **Strategy:** Every design decision is grounded in research and clear objectives
- **Creativity:** Our talented designers bring fresh, innovative thinking to every project
- **Transparency:** You're involved and informed at each milestone

Let's break down how this all unfolds.

Step 1 **Discovery.**

Getting to Know You (and Your Brand)

Purpose

No two brands are ever truly alike. The discovery phase ensures we lay a strong foundation by understanding your business, goals, and unique vision.

Methods

We start with in-depth consultations, often combining in-person or virtual interviews with comprehensive questionnaires. In this vital step, we seek to answer:

- What is your company's mission?
- What core values guide your operations?
- Who is your target audience?
- Are there specific images, themes, or values you want to convey?

What We Collect

We start with in-depth consultations, often combining in-person or virtual interviews with comprehensive questionnaires. In this vital step, we seek to answer:

- Your brand's history and future vision
- Details about your products/services
- Notes about existing design assets, color or style preferences
- Examples of logos, brands, or designs you love (and why)

Your Role

Open, honest communication here is key. We encourage you to share reference images if you have them and speak candidly about what you like or dislike.

Result

A shared understanding: by the phase's end, we've documented a detailed creative brief summarizing everything learned.

This creative brief becomes the "north star" for the rest of our work together.

Step 2 Research.

Exploring the Landscape

Purpose

Understanding your market and competitors is essential. Effective logo design exists within a context; knowing the visual conventions of your industry empowers us to create a logo that's both relevant and original.

What We Do

- **Market Analysis:** We investigate design trends within industries local and global. For example, tech startups may favor minimalism and blues, while artisanal food brands often use vintage or organic motifs.
- **Competitor Audit:** We analyze your direct and indirect competitors' logos—what imagery they use, which styles prevail, what seems to resonate, and where there are opportunities for differentiation.
- **Audience Research:** Understanding the visual cues your audience responds to. Are there symbols, colors, or typographic styles that will connect or stand out?
- **Color and Symbolism:** We research professional color symbolism and cultural associations to help select the most effective palette for your goals and target audience.

Deliverable

We summarize these findings into a visual and written report—often including mood boards, reference imagery, and preliminary ideas.

Your Role

Review the research output and highlight what resonates most with you or sparks new ideas.

Step 3 Strategy.

Setting the Direction

Purpose

Logo design should always be intentional and strategic. With research and discovery in place, we hone in on a focused creative direction

Activities

- **Crafting a Unique Value Proposition:** We articulate, in a few words or sentences, what makes your brand unique. This message will influence the tone, shape, and style of your logo.
- **Mood Board Development:** Our designers create one or more mood boards—collages of colors, images, typography, and layouts—that visually express the direction we propose.
- **Color and Typography Exploration:** Several color palettes and font pairings are proposed, backed by research into how these choices communicate attitude and character.

Our Approach

We don't guess or follow the latest fads blindly. Each design element is thoughtfully chosen to support your brand positioning.

Your Role

You review and provide guidance for the mood boards and proposals. This early feedback ensures alignment before concept development begins.

Step 4 Concept.

Ideas Take Shape

Purpose

The creative heart of the process—transforming ideas into actionable logo concepts.

Our Artists at Work

- **Brainstorming Sessions:** Our team gathers to brainstorm and sketch, imagining a multitude of directions—from abstract, symbolic marks to clean, typographic logos.
- **Initial Sketches:** Dozens of quick-sketch ideas are created by hand or on tablets. This “quantity over quality” stage helps unlock the full potential of creative thinking.
- **Narrowing Down:** We evaluate initial sketches based on uniqueness, fit with your brief, and long-term viability. Only the most promising concepts move forward.

Factors We Consider

- Is the logo memorable and instantly recognizable?
- Does it scale well from social icons to billboard size?
- Can it be reproduced in black and white (for maximum flexibility)?
- Is it visually balanced and harmonious?

Your Role

While you won’t see every rough sketch, we often share intermediary ideas to ensure we’re on the right track, especially if a novel direction is proposed.

Step 5 **Rendering.**

From Paper to Pixel

Purpose

Now, our selected sketches are transformed into professional digital concepts using top-tier design tools.

Our Digital Toolkit

Using industry-standard software—such as Adobe Illustrator—we meticulously recreate sketches as scalable vector graphics.

What Happens Here

- Multiple logo variations are developed, exploring color, shape, and spacing adjustments.
- Attention to precision—every curve, angle, and typographic element is calibrated for maximum clarity and balance.
- Each variant is “stress-tested” across different sizes and backgrounds (for example, on business cards, t-shirts, app icons, and web banners).

Accessibility & Modern Design

A professional logo's impact depends on accessibility—legibility for all, including those with color-blindness or vision impairments. We use accessible color choices and test contrasts.

Your Role

We share 2–4 well-developed digital concepts with you, each accompanied by explanatory notes and real-world mockups.

Step 6 Presentation.

Your Logo, Brought to Life

The Presentation

At a dedicated review session, we unveil each logo proposal. For each concept, we provide:

- A rationale—why this design matches your brand and goals
- A visual showcase—including mockups on stationary, signage, web, apparel, and more
- Notes on scalability and peer positioning (how your logo stands up against industry competitors)

Our Commitment

No tricks, no surprises. All concepts are original, professional, and created specifically for your business.

Your Role

- Review each design in detail, considering how it “feels” and functions
- Ask any questions—about symbolism, color, or adaptabilityNotes on scalability and peer positioning (how your logo stands up against industry competitors)
- Provide open, honest feedback: what do you love? What concerns you? What would you change?

The Next Steps

Based on your feedback, we'll combine your favorite elements, tweak options, or go back to the drawing board if needed.

Step 7 Revisions.

Polishing Your Mark

Purpose

Logo perfection is a process—great ideas are made greater by refinement.

We believe in unlimited iterations until you're delighted.

The Refinement Process

- Minor and major revisions to your chosen concept(s)
- Tweaking color schemes, font choices, or icon composition as needed
- Repetition: we present revised versions for your input, making incremental improvements based on your fresh perspective

Testing Across Mediums

Before final approval, we test the logo in all intended uses:

- Print (brochures, letterhead, packaging)
- Digital (website, social media, app icons)
- Merchandise (uniforms, promotional products)
- Signage (storefronts, presentation banners)

Protecting Versatility

We confirm your logo works beautifully in:

- Full color and monochrome
- High-contrast and low-light settings
- Horizontal and stacked layouts

Your Role

Provide detailed feedback and ask us to "push" certain options further until you're completely confident in your selection

Step 8 Delivery.

Your Brand, Ready for the World

What You Receive

A professional logo package including:

- **Vector Files:** (.AI, .EPS, .SVG)—for any use, any scale, any medium
- **Raster Files:** (.PNG, .JPG, .PDF)—ready for web, print, or office use
- **Color Variations:** Full color, black, white, and transparent versions
- **Brand Guideline Document:** Your logo's rules—usage, clear space, do's and don'ts, official colors (HEX, CMYK, Pantone), approved font(s), and brevity statement for your team or partners

Extra Support

- Consultation on logo rollout—where and how to introduce your new logo
- Access to our design team for any additional needs, such as resizing or preparing files for specialized print formats

Safeguarding Your Investment

We recommend trademark registration for your new logo and are happy to advise you on next steps.

Beyond the Logo.

Visual Systems & Brand Expansion

An effective logo is the springboard for your entire brand ecosystem. Upon request, we can develop:Extra Support

- Stationery and collateral (business cards, envelopes, presentation templates)
- Social media kits (profile images, cover photos, custom icon sets)
- Brand assets library (images, textures, graphics)
- Comprehensive brand guidelines (voice, imagery, applications)

Our goal is always to help you build a consistent, attractive, and effective visual identity.

Case Studies.

Logos in Action

Case Study: Anton Yakushev, Metal Sculpture Artist

When Anton Yakushev launched his business, he introduced his metal sculptures to the world through a Shopify shop and a custom gallery website. We developed a bespoke wordmark using bold, sculptural letterforms to echo the strength and artistry of his creations, paired with a sleek monochrome palette for a contemporary, professional look.

Case Study: Melanie Recruits

For Melanie Recruits, clarity and professionalism were at the forefront. We designed a modern monogram logo that captures the brand's approachable and expert nature, using a tailored deep blue and silver palette to convey trust and sophistication.

Following the rebrand, Melanie reported a 40% increase in website inquiries for new services, and client feedback highlighted the updated branding as a key factor in building immediate trust.

Case Study: Brown & Lodge, Realtors

For their first business launch, Brown & Lodge Realtors needed a logo that conveyed trust and professionalism. We designed a custom wordmark using a custom serif font with subtle modern touches, creating a timeless and approachable identity.

After implementing the new wordmark across business cards, letterheads, and envelopes, Brown & Lodge received positive feedback from clients and partners who cited the logo's sophistication and clarity as reinforcing trust and credibility in their services.

Insights.

Why Invest in Professional Logo Design?

The Psychology of Logos

A logo isn't "just a picture"—it's a psychological trigger. Humans are wired to process images in milliseconds, so an effective logo makes a positive impression even before a single word is read.

Professional logo design:

- Builds subconscious associations (trust, modernity, friendliness, expertise, etc.)
- Encourages memorability—think of the instant recognition of Nike, Apple, Coca-Cola, and other icons
- Acts as a "shortcut" for consumers amid information overload

Common Logo Mistakes to Avoid

We see these pitfalls time and time again with DIY or amateur logos:

- **Complexity:** Too many details make the logo impossible to recognize or scale.
- **Imitation:** Lookalike (or copied) logos erode trust and expose clients to legal risks.
- **Illegibility:** Fancy fonts and subtle nuances are often lost in small sizes or digital formats.
- **Color Dependence:** A logo must work independently of color; a great mark looks just as good in black and white.

By choosing a professional process, you avoid these risks and gain a logo that's built to last.

FAQ's.

Frequently Asked Questions

How long does the process take?

Typically, our logo design projects run 3–6 weeks. Timelines depend on project complexity and how quickly feedback/approvals are received. We always strive to meet your needs and schedule.

How many logo concepts will I receive?

We usually present 2–4 thoroughly developed logo concepts, each crafted to meet your strategic brief.

Can I request unlimited revisions?

Absolutely! We want you to love your logo. We offer unlimited rounds of refinement within the original scope until you are fully satisfied.

Will I receive all necessary file types?

Yes. Every project includes vector files (scalable to any size) and raster files (ready for web and office use). We also provide black, white, and color versions, plus social media-ready files if requested.

Is my logo unique?

100% yes—no templates, no clipart, no recycled marks. All designs are custom-created from scratch for your brand.

What if I need more than just a logo?

Our studio specializes in brand identity systems. We can develop business cards, letterheads, presentation decks, website assets, social media kits, and more. Just ask!

Will I own my logo?

You receive full copyright and intellectual property rights upon final payment and delivery, unless agreed differently in your contract.

Tips.

Tips for Making the Most of Your Logo Project

- **Be Open:** Share your likes, dislikes, and “big picture” vision early to avoid surprises later.
- **Think Ahead:** Visualize your logo on every possible touchpoint, from the tiniest favicon to the largest billboard.
- **Be Timely:** Prompt feedback keeps the process moving smoothly.
- **Trust the Process:** Professional designers want you to succeed; sometimes bold ideas need time to grow on you!
- **Use Your Brand Guide:** Consistency is key; using your logo as intended drives recognition.
- **Protect Your Logo:** Consider legal trademark registration, especially for national or international brands.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"Couldn't have found a more flexible and creative designers! Absolutely Fantastic to work with Round Table! Will definitely be working with him for future projects. A!"

– Kitana M., 360 Restaurant

"Round Table was very quick to respond to all questions and inquiries of changes and creating different versions of the design that I requested. The logo they designed was unique and not gimmicky. Process went smoothly and will hire them again!"

– Yong Z., BTB Manufacturing

"Great design and VERY easy to work with Round Table Agency. Thank you for all your help!"

– Dawn M., KSG

"The absolute BEST! HIGH quality logo delivered quickly. Responded immediately with any/all changes. Exceptional creative artists, I am super impressed."

– Amir C., All Detail Inc.

"Round Table provided outstanding work and took my idea to a much higher creative level. They have been a very supportive partner in this design process and patient with all my questions. I highly recommend working with Round Table Agency and will absolutely reach out to them again with new projects."

– Wende A., wear.wolfe attitude

Thank you!

Your Next Steps— Start Your Logo Journey

Ready to elevate your brand with a logo built for success?

Here's what you can expect:

1. Reach Out: Contact us for a free brand consultation
2. Share Your Story: We'll listen, learn, and propose the best path forward
3. See the Difference: Experience a truly collaborative and creative design process