



## CHOOSING A DESIGNER

### **Do you like the designer's work?**

This may seem like a ridiculous thing to NOT think about, but have you really looked at your designer's portfolio? Most designers can design for a range of styles, but if you see nothing in their portfolio that you like (or worse, everything looks exactly the same) you may want to reconsider. Line + Logic has done a range of work but we favor clean, simple designs with a focus on usability.

### **What kind of relationship do you want with your designer?**

Designers come in many shapes and sizes with different personalities and work philosophies. What type of person do you want to work with and what do you expect from your designer? For a project as important as creating an image for your business you need to work with someone that you trust and that you know will be with you every step of the way. We are a service oriented company. We try to go above and beyond to be there for our clients.

### **Do your research.**

Although your designer should be able to assist you in the process, as a consumer you need to do your research. Get familiar with a few aspects of your project to ensure you are getting everything (and not too much) that you need. Line + Logic is happy to answer any questions or recommend some great resources for learning more.

### **Questions, questions, questions.**

Talk to your designer! Ask anything and everything so there are no surprises in the end. Make sure any concerns are alleviated and you are 100% confident when you choose to proceed with the project. We believe there is no such thing as a "stupid" question and are happy to help you with the process.

### **Know what you want and need.**

Take what you've learned from your research, your designer, your peers and other means and decide exactly what you want and need from your project. Do not assume that something is included or is known by your designer. Too much information is better than too little. We try to pack as much detail as possible into our project descriptions to ensure everyone is on the same page.

### **Know what you're getting.**

Make sure everything is in writing and all aspects of the project are covered. Contracts should be used to protect both the designer and the client. There are many resources online to ensure that all parts of the contract are standard practice. Line + Logic uses a standard and fair contract. We are always willing to discuss the terms of the contract to make sure both parties are satisfied with the outcome.

### **You get what you pay for.**

If something seems too good to be true, it probably is. Don't just go with the designer or company that is the cheapest. Whatever you are having designed it is probably for something that is very important to you. Protect your image and invest in the designer that is going to give you the quality that your business demands. Of course, we hope Line + Logic is that designer.