

Nilsson Development

Design Process – Logo, Banner & Flyers

At Nilsson Development, we work with a clear and structured design process to ensure that every project maintains high quality and meets the client's needs. Our goal is to make the design process simple, transparent, and professional – from the first contact to the final delivery.

We help companies, organizations, events, and creators develop visual materials that strengthen their identity and communication. This can include everything from logos and banners to flyers and graphic templates.

1. Inquiry & Contact

The process begins when you contact us. The easiest way to do this is by creating a ticket in our Discord where you can describe what you need help with.

In your inquiry, it is helpful if you include:

- Type of design (logo, banner, flyer)
- Short description of your company or project
- Target audience
- Color preferences or style
- Any deadline

2. Sketch & Idea (Optional but recommended)

To achieve an even better result from the start, you are welcome to send a simple sketch or idea. It does not need to be professional – a quick drawing or an example image is enough.

This helps us:

- Understand your vision more clearly
- Create more accurate initial design proposals
- Save time in the design process

3. Design Brief & Planning

Once we receive your inquiry, we review the information and ask any necessary follow-up questions. This step ensures that we fully understand your project before the design work begins.

4. Quote & Start

After reviewing the project, we send you a quote including the price and expected delivery time. Once the quote is approved, the design work begins.

5. Design & Concept

At this stage, our team begins working on creative design proposals. We focus on creating a design that:

- Represents your brand
- Fits your target audience
- Is clear and professional

6. Presentation of Proposals

When the first design proposals are ready, we present them to you. Here you will have the opportunity to provide feedback and let us know what works well or what needs adjustment.

7. Adjustments & Improvements

Based on your feedback, we make the necessary changes and improvements. The goal is for the final result to feel completely right for you and your project.

8. Final Delivery

Once the design is approved, we deliver the final files in relevant formats for both digital use and print (for example PNG, JPG, and PDF).

You will then have a finished design ready to be used in marketing, social media, websites, or printed materials.

Our Goal

At Nilsson Development, we strive to create designs that are clear, professional, and long-term valuable for our clients. Through a clear process and close communication, we ensure that every project meets expectations.