

# FAQ

## Logo & Brand Identity Design



### Do you offer payment plans?

Yes, we do. It's important to me to make Tiny Crowd logo and brand design packages accessible to as many brands as possible. Simply ask about flexible payment plans during our discovery call.

### Can we start on my project right away?

Here at Tiny Crowd, we usually book out 2-3 weeks in advance. So if you are contemplating a new logo and brand design for your brand, get in touch now so we can lock you in for the next available spot.

### Do you only work with people in Australia?

No. The team and I have worked with Tiny Crowd legends from all across the globe. We might charge in AUD, but that doesn't mean we think local.

### Why is branding so important?

Where do I start? Branding is one of the most powerful ways to connect with your people. Purpose-driven design builds genuine connections that invite action. And that's what we're all about.

### How will we communicate during the creative process?

We'll check in via email throughout the project and you'll receive any concepts and designs via Dropbox or Google Drive. Whenever we need to jump on a call or reveal that will happen via Zoom so we can talk through it 'face to face'. And if you ever feel that you need an extra chat, I'm always there for you.

### How long do I have to provide feedback?

To keep our project on track and stick to the agreed timeframes, we allow up to 2 weeks to receive your feedback. From experience, that's just the right amount of time to let everything sink in without feeling rushed.

### Do you offer brand naming as well?

Nope, that's not one of my specialities. I leave that to the experts. What I always recommend is checking domain names and social media handles to match any names you might be considering. And before we start our logo and brand design project you will have to have one locked in.

### What if I want to keep my existing logo?

If your logo visually portrays your purpose and vision, then we can definitely continue with your existing logo. But let's decide that on a case-by-case basis. Branding always goes beyond the logo. So even if we'll stick with your existing logo, we'll build and expand it so we have a holistic brand library that you can use across your marketing collateral.

### Why are fonts an exclusion from your branding packages?

Most fonts are licenced. Usage rights and associated costs vary so we leave it up to you to ensure you secure the appropriate usage rights for the fonts within your branding.

### Do you recommend working with a brand strategist before working with you?

If you're yet to uncover your superpowers and what makes you and your brand uniquely you, then I would highly recommend working with a brand strategist before committing to a project with Tiny Crowd. The more in-depth your strategy, the clearer you are on your audience and the type of impact you want to make, the stronger the deliverables will be from your brand design.

### Don't know where to start?

Tiny Crowd highly recommends...

Speak Out Studio (<https://www.speakoutstudio.com.au/>)

CAN DO! Content (<https://candocontent.com/>)

### Can you help me find a printer?

Here's our go-to list of businesses we recommend:

Press Print <https://www.pressprintdigital.com.au/>

Southern Impact <https://southernimpact.com.au/>

Finsbury Green <https://finsbury.com.au/>

### How will I implement my new brand?

Part of every Tiny Crowd logo and brand package is a detailed Brand Style Guide that runs you through best-practice use of your new brand assets. Want extra support after our initial project? The Design Incubator could be exactly what you need.

### Do you trademark my new brand?

No. That is something we leave for you to explore independently.

### What if I want to add on a website or packaging design after my rebrand?

That's totally possible. Let's jump on a call to chat about the next steps and your options.