

REI BLACKBOOK

PRESENTS:

**The Ultimate Guide To
A Professionally Designed Logo On**

A Beginner's Budget

“What’s so great about Fiverr?”

Fiverr.com is a great resource for new business owners, with a limited budget, to get a professionally designed logo created in a matter of just a few days.

Many sellers on Fiverr are professional graphic designers, from all over the world, offering a range of services starting at just \$5!

While there are many phenomenal designers on Fiverr, ready and willing to create quality work, unique for you and your business, it is important for you to understand that there are also many amateurs. For them, it is all about quantity. These are they “designers” that you want to avoid. But with millions of designers out there, how do you avoid the bad apples?

That is exactly why this guide was created! In the following pages, you find tips and tricks to ensure that you are taking every precaution to get the quality

fiverr[®]

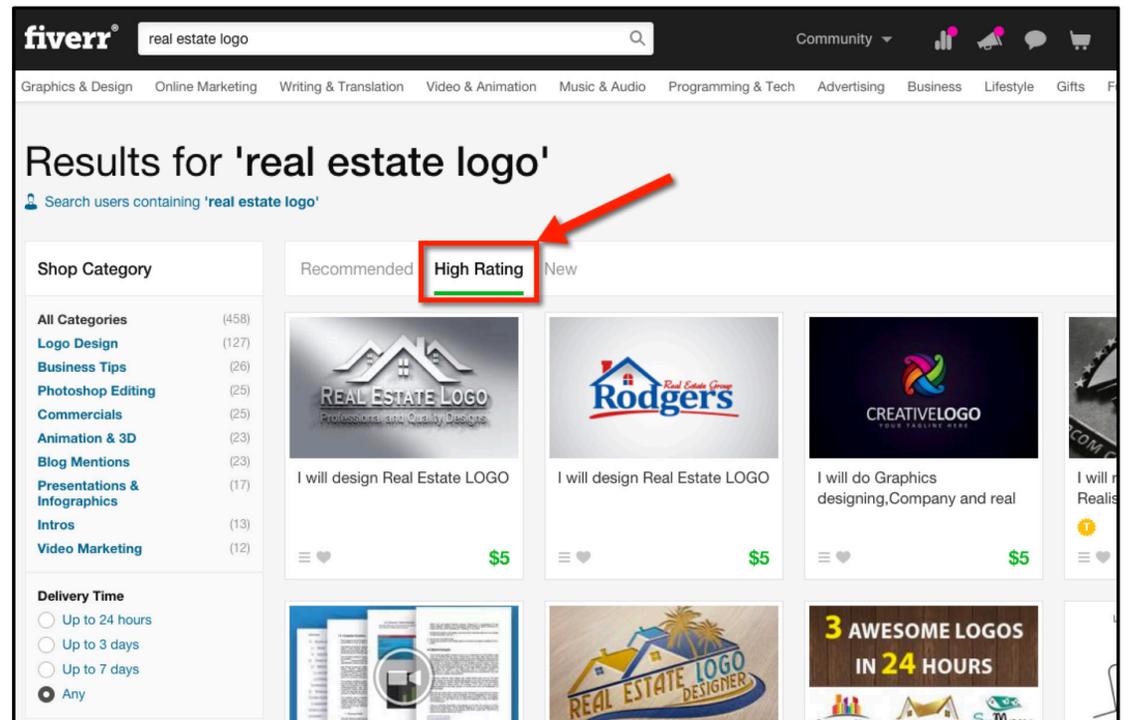
ATTENTION

Do not order a gig from Fiverr before first reading, and taking action on these 4 simple steps:

Step 1

After entering your search criteria (Example: Real Estate Logo) it is important to rank the search by High Rating. See image for reference.

This will allow you to view the top designers, based off of their rankings. This is very important, as past buyer reviews are one of the only ways to hold the designers on Fiverr accountable for the quality of their work.



Step 2

Once you have ranked the designers by highest rating, choose 2-3 designers to contact by first viewing the samples of past work in their Live Profile

The Live Profile lists samples of previous logo designs they have created, along with the review from the actual buyer of that logo. See below for more details:

This will give you a good feel for the design quality and style of this particular Fiverr designer. The more samples they have in their Live Portfolio the better. **You want to try to stay away from New Designers without a lot of reviews or experience on Fiverr at all costs!**

The screenshot shows a Fiverr gig page for a real estate logo design service. The gig title is "I will design Real Estate LOGO" and it is categorized under "Graphics & Design / Logo Design". The price is \$5, and the delivery time is "4 Days On Average". The seller is "Creaxion", a Level 2 Seller from Pakistan, with a 97% positive rating. The gig has 415 buyer reviews and 8 orders in queue. A sample of a logo for "JG FARGIS ELITE PROPERTIES" is displayed, featuring a house icon and the tagline "INTEGRITY. EXCELLENCE. TRUST". A review from "jgfargis" is visible, stating "I had a wonderful experience dealing with this seller. Very professional an...". The seller's profile picture and name "Creaxion" are also shown.

Step 3

Contact the seller/designer before purchasing a gig.

After thoroughly reading the description of the gig, be sure to first contact the seller/designer before purchasing their gig. This will allow you to ask questions, and ensure they can give you the quality you are looking for, with a reasonable time frame.

When contacting the 2-3 designers you have selected as your final candidates, be sure to include your company name, slogan (if applicable), company/brand color scheme, as well as a general overview or design idea for your logo. If you see a design in their Live Profile that you like, you can use it as a reference.

The more information and details you give your designer, the closer they will be able to match the finished product to your needs.

Do not hire a Fiverr seller/designer unless they can answer, and deliver on these simple requests:

- 1 Will I receive .png file (transparent background) of the completed logo?
- 2 Will I receive a .ai file (vector file optimized to resize) of the complete logo?
- 3 Will either a .png or .ai file cost more?
- 4 How many revisions do you actually allow?

a. Many designer will say they allow unlimited revisions, but there is almost always fine print with unlimited revisions.

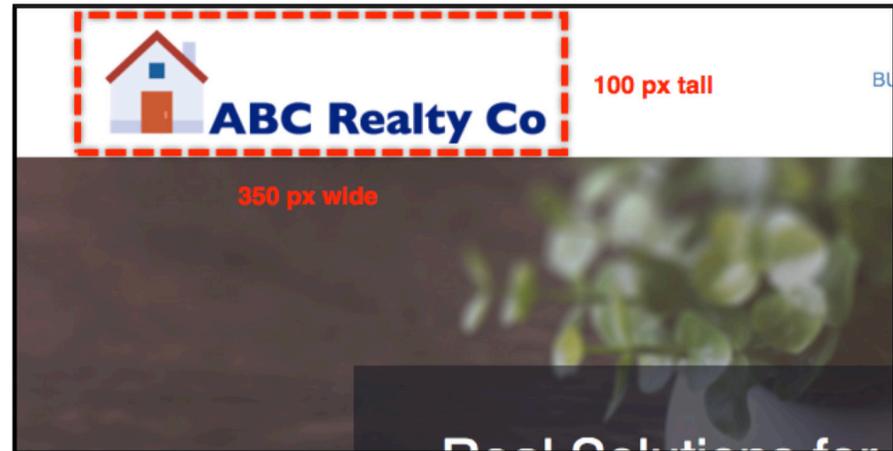
Step 4

Determine the size of your logo.

It is important to understand that the size of your logo can dramatically affect the look and feel of your website. For example, you do not want a logo that is too tall. It is better have a logo that is more wide than tall. See the images below as an example.

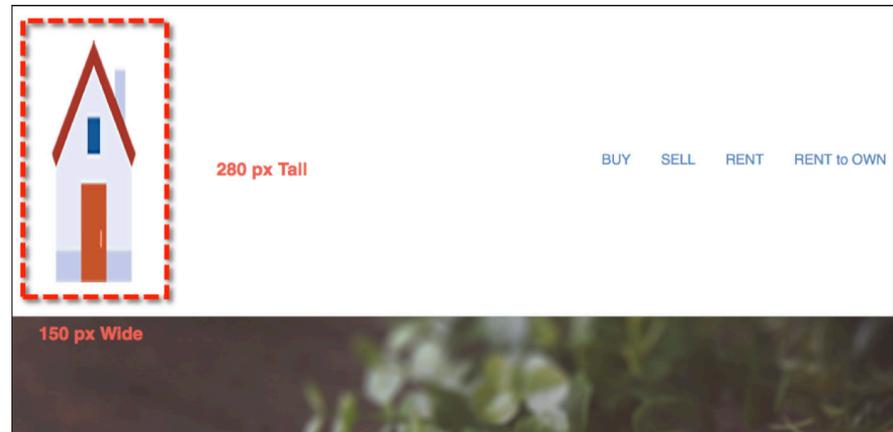
The Live Profile lists samples of previous logo designs they have created, along with the review from the actual buyer of that logo. See below for more details:

With that being said, you do not necessarily have to have a logo that is exactly 350px x 100px for your logo to properly fit your website. The ratio of your logos size is much more important, because all of our website templates are responsive. That means the logo will automatically resize to fit the dimensions of the browser that your site is being viewed on.



For example, if the ratio of your logo's size is 3:1, your logo could be 300px x 100px or 3,000px x 1,000px, and your logo will resize to fit the dimension of the screen. Hence the name responsive website.

Example of a BAD sized logo:



On the other hand, having a logo that is taller than it is wide, will negatively affect the overall look and feel of your website. Most website templates today do not cater well to these type of logos. As stated before, in almost every instance, it is better to have a logo that is wider than it is tall.

Final Conclusion

After you have found a designer you feel comfortable with, go ahead and purchase the gig, and be sure to stay in contact with them to ensure any questions they may have for you are answered promptly.

This will ensure that you receive your logo in the committed time frame. Your logo will be delivered to you via your Fiverr.com account. You will be able to download your logo directly from your account.