

How to Outsource Logo Designs in 2014 (Tutorial)



Whether you are starting a new project and **need a new logo** or you'd like to **update your existing logo**...

Logo designs have never been easier and cheaper to outsource. Especially on online **design contest platforms**.

If you are new to outsourcing logo designs online, you can easily get overwhelmed by the number of networks or providers and might wonder where to start.

Guide to Outsource Logo Designs

We will clear the following questions:

- [Why](#) outsource logo designs?
- [How](#) to outsource logo designs?
- [Where](#) to outsource logo designs?
- [How much](#) does it cost to outsource logo designs?
- [Alternatives](#) to design contest sites?

Why outsource logo designs?

There are many reasons to outsource logo designs. Of course it can save you a tremendous amount of time.

Instead of trying to put together a design in photoshop in a couple of hours, it can be more efficient to have a entire professional team offer you a set of custom logos to choose from.

That's exactly what **design contest sites** are offering.

I have a friend that does logo designs...

In most cases it not worth stressing a friend or a friends friend to create a logo. Try not to outsource your logo creations to part time designers. Both just cannot compete with design contest sites talking price, quality and quantity (designs to choose from).

Instead get them to vote, rate and [user test](#) your professional outsourced designs. It can be very interesting to get feedback from a designer or friend that you know.

Most design contest providers integrate easy sharing options to get your friends and relatives involved.

Use this feature and ask about their opinion! You can do this while your contest is live and still brief designers on different aspects.

You can also use [UsabilityHub](#) to do some user tests like the [5 second test](#) or [click test](#). This will give you some valuable and awesome feedback reports from real people.

What about my old designer?

Not only for **part time designers** it is hard to keep up with design contest sites, also for **full-time designers** and other individuals that are used to "old logo prices".

Send your 'old designer' a link to this article and to your contest (when launched) and ask him to participate.

You can also ask for their honest opinion about the logo designs uploaded by your contest designers.

Design Contest Platforms

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Pros

- Fast/Save time
- No design skills needed
- Easy to set up
- Professional look

- Vector graphic (resizeable) included
- Multiple formats possible

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How to outsource logo designs on design contest websites?

It depends on the service you use, to know how to exactly prepare. Usually it is always the same procedure.

1. **Choose a provider.** (see [where to outsource](#) logo designs)
2. **Prepare a color set.** (optional) Do not use too many colors. Up to 3 colors works best in most cases. Keep in mind no matter how many colors you would like the logo to have it should always look great in only one color as well! Colors have much more power than one might think. Check out [this](#) article to find out more about the meaning of colors and how to use colors in logo designs.
3. **Prepare** a informative **briefing** for designers. Write down everything that can help designers create your logo. Whether it is a color you don't like or a font or style you do like. The more info you provide the designers the easier it will be for them to create something matching your ideas.
4. **Prepare sample logos/images** (or urls) that you would like the designers to get inspired from.
5. **Launch Contest.**
6. **Rate** designs the designers upload to your contest. This will indicate all designers which designs you like and which you do not like. They will adjust their designs accordingly.
7. **Share** - Use integrated sharing options while contest is live. Ask for feedback!
8. Create [5-second test](#) or [click test](#) on the logo designs to get feedback from real people.
9. **Analyze feedback.**
10. **Brief designers** with outcome.
11. Redo steps 6-10 (if necessary).
12. **Choose winner!**

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Where to outsource logo designs?

Here are 3 design contest websites I can recommend and had great experience with:

[48hourslogo.com](#) - Plenty of custom designs and you set the prize amount (min \$99). Start a contest for only \$29. Pay the rest AFTER you have seen the logo design concepts submitted by your contest designers.

[99designs](#) - A great design contest network. Logos starting at \$300.

They also offer ready made templates for \$99. Ready made templates will be adjusted with your

details within 24 hours.

Note: Other companies can buy same logo, unless you buy exclusive right for another \$100.

[Crowdspring](#) - Another awesome design contest website with projects start at \$300[divider]

Alternatives

If you think design contest are not for you even though you see the benefits, you do have a bunch of other options.

A great design logo contest alternative is posting a job on **freelancer sites**.

There are some outstanding designers to hire only for a couple of hours or for an entire project.

Freelancer Websites

The leading **freelancer design websites** are all based on the same features.

If you provide a detailed job or project description a large number of freelancers will apply for it.

Finding the right one for your needs can be time consuming and also end up unsuccessful. But it can also be well worth it. Especially when you are trying to find a designer to work with over a longer time period.

That way you do have your "own designer". Just not local.

This has it's good and bad sides to it... Different time zones and language barriers can make it difficult to communicate.

It can become very frustrating and not even the relative cheap price can make that up.

Cool thing is, usually there are usually 2 different ways to set up payments.

1. **Fixed hour rate** - Hire freelancers by a fixed rate per hour. In this case you receive a report with screenshots, to see what the freelancers has actually been working on. You can add a tip and discuss rates for future projects, etc.
2. **Project fixed price** - If you would like to pay by project you agree on a total amount and can also set up milestones. After each milestone the freelancer receives a payment both sides have agreed on before starting.

Leading Freelancer Websites

- [odesk](#)
- [freelancer](#)

- [elance](#)

Low Budget Logo Designs

- [Fiverr](#) - Low budget logo designs. For only \$5 you can outsource logo designs on fiverr. Most designers will provide the logo as a vector graphic (to resize in any size) or unlimited revisions for a couple of dollars extra.

Summary

The fastest, easiest, cheapest and most effective way to outsource logo designs is to go with **designs contest websites**.

If you need a designer on regular basis and/or would like to integrate a designer over a longer time period, look at the **freelancer websites**.

If you are on a very low budget try out Fiverr and don't forget to consider getting the design as a vector graphic as well. [divider] [sociallocker id="399"][\[PDF\]](#)[\[/sociallocker\]](#)