



Logo Planning Document

This document is intended to assist us in developing your logo and understand your brand. Please complete it to the best of your ability; we will use this document as a jumping-off point for further consultation and design.

General Information

Company: _____

Contact: _____

Contact Phone: _____

Contact Email: _____

Describe who you are and what you do (include your Mission/Vision Statements if you have them):

What are your major product/service offerings?

Who are your competitors?

What is the culture of your organization? Are there certain behaviors or attitudes that make it different from your competitors?

Audience

Who is your target market (age, gender, ethnicity, background, income bracket, geography, etc)?

Are you attempting to gain a new audience? If so, who?

How does your audience **currently** view you?

How do you **want** your audience to see you?

What response should the target audience have to your new brand/logo?

Logo Information

Describe any ideas you might have in mind for your logo design.

Type of Logo: ___ Textual ___ Iconic ___ Illustrative ___ Not Sure / No Preference

What three words should describe your logo / brand? (examples: conservative / friendly / fun / sophisticated / minimalist / corporate / high-tech / rugged / modern, etc.)

Do you have colors that should be used? Please list any specific values (CMYK / RGB / Pantone):

Are there any colors that must be avoided?

Do you have a tagline you would like included in your logo? If yes, please specify:

Please list any other company logos that you like or would like to draw on as inspiration for your own (does not have to be from your industry). Describe what you like about them:

Additional Services

Please indicate if you are interested in any of the following services. Each of these are provided at an additional cost.

LOGO STYLE GUIDE

Yes No Maybe

We will develop a document which sets guidelines on the use of the logo in order to maintain the integrity of your brand. It serves as a concise guide that can be referred back to when necessary, so that consistency is established in whatever context the logo is used.

ANIMATED LOGO

Yes No Maybe

We will animate your logo (in a way that is appropriate to its design), which could be used in video intros, websites, or Powerpoint presentations. Final deliverable is as a .swf file or animated .gif file. (Note .swf files are not compatible with some mobile devices.)

IDENTITY PACKAGE (PRINT)

Yes No Maybe

Includes business card design, letterhead design, and envelope design using your new logo.

IDENTITY PACKAGE (WEB)

Yes No Maybe

Includes email signature, favicon, and social media profile/cover/background graphics using your new logo.

All done!

Please leave additional notes (information, requirements, comments, or questions) below: