



COMPANY NAME: _____

1) Where will the logo be used? Website, Social Media Channels, Print, Other. _____

2) What type of logo do you want? A word mark (type solution ie. Nestle) , a Brand mark (A pictorial mark ie. think Travelers) an Abstract Mark (not literal ie. NIKE), or multiple versions.

3) Do you have a tagline to use? A brief phrase that explains what you do. _____

4) What logo/brand attributes do you see? Emotions? • Masculine/Feminine • Simple/Intricate
• Grey/Colorful • Conservative/Extravagant • Approachable/Authoritative • Necessity/Luxury
• Fun/Serious • Professional/Casual • Modern/Classic • Active/Elegant • Extreme/Safe

5) What colors do you envision for your brand? What colors do you not like? _____

6) Which words best describe your brand? What words do not describe your brand? _____

7) How would you best describe your brand to a friend? To a new client? _____

8) Who are your potential clients? _____

9) Who are your competitors? _____

10) Which fonts describe your logo?

SERIF (Caslon)

CLASSIC (Times)

SANS SERIF (Open Sans)

SLAB SERIF (Roboto Slab)

Script (Beloved Script Bold)

Blackletter (Sabbath Black)

Brush Pen (Filmotype Keynote)

ART DECO (Gill Sans Nova)

FUN (Chalooks)

FUNKY (Jeanne Moderno)

LUXURY (Griffon)

Futuristic (Megavolt)

11) Other thoughts? _____