# **Graphic Designer Check List for Client Preparation of Logo**

*Use this file to begin creating a First Client Draft of a Wireframe (preliminary sketch), as well as Mood Board Research.*

Note: As each project is unique, remember that this checklist is just a starting point. You may want to add additional questions to this list that you may want to ask your client based on your logo project that are not listed here. The purpose of this list is not to overwhelm your client, but to give you talking points so that you avoid basic confusion as you progress through the logo design towards the final sign off.

**Today’s Date:**  Click or tap to enter a date. **Timeline for Project:** Click or tap here to enter text.

**Company Contact Information:**

**Company and Client Name:**

Click or tap here to enter text.

**Company Address, Phone Number and Email:**

Click or tap here to enter text.

**How will I be communicating for this Logo Project with the client?**

In person meetings

Virtually (Zoom, Teams, Skype)

**Name of Person who signs off approval in the Logo (if different from Client):**Click or tap here to enter text.

**The Sign offs will be:**

In Person

Digital Signature

**How often should these Sign offs occur based on the timeline?**

Click or tap here to enter text.

**Before meeting make sure you have:**

Researched the client’s industry and their website.

Given the Client a link to your current online portfolio for them to review before the meeting.

Made sure that you explain that you will be creating the logo on your own or with your team member if working as a group.

**Topic of Discussion in Meeting:**

**Has the Client had time to review some items from my online Portfolio?**  Yes  No

**From their review are they aware of my skill level and artistic/creative style?**  Yes  No

**Do any of those styles match a look or style that they would be comfortable with for their logo design?**  Yes  No  
If Yes, which ones:

Click or tap here to enter text.

**What is the meaning or message the client would like to covey with their new logo?**This would include:

Name: Click or tap here to enter text.

Goals: Click or tap here to enter text.

Values and Mission: Click or tap here to enter text.

Accomplishments: Click or tap here to enter text.

Target Audience (children, teens, seniors, gender, race, location, income, core values): Click or tap here to enter text.

Marketing Channels to reach the audience (online, social media, or store front): Click or tap here to enter text.

Brand Perception (What customers believe a products or service behind the logo represents, not what the company owning the brand says it is. Try to find a balance or common ground): Click or tap here to enter text.

Topics and Themes to avoid: Click or tap here to enter text.

**Who are the client’s current competitors?** Click or tap here to enter text.

**What is the client supplying me to help me create the logo?**

Swatch colors styles. Click or tap here to enter text.

Font standards, style sheet, or brand guide and rough dimensions for initial wireframe. Click or tap here to enter text.

Does the client have some examples of current or past logos from similar industries they liked or would like emulate?(supply paper and/or digital format). Click or tap here to enter text.

Can they supply some examples? Any additional information/research that might help with the design. Click or tap here to enter text.

Does the client want me to do the research for them? For example, create the brand guide for font styles and colors to be used. As well as, handling of copyrights.  
Click or tap here to enter text.

Method of Acquiring the supplied items. (Email, Dropbox, Link on Company Website)  
 Click or tap here to enter text.

**What did the client like or not like about their past/current logo?**

Click or tap here to enter text.

**Should any of the things that they did like be incorporated into the new logo?**

Click or tap here to enter text.

**Is the client comfortable with a designer’s guidance on style or them making the majority of design decisions?**  Yes  No  
Click or tap here to enter text.

**What medium does the client plan to display their new logo on?**

Print: Click or tap here to enter text.

Signage: Click or tap here to enter text.

Merchandise: Click or tap here to enter text.

Clothing: Click or tap here to enter text.

Other website graphics: Click or tap here to enter text.

Other digital media (animation, video): Click or tap here to enter text.

**Does the client expect you to design the other promotional items or only the logo?**

Click or tap here to enter text.

**In the long term, will the Logo be maintained by you or someone within their company, if there is for example, name change or franchise additions?**

Click or tap here to enter text.

**Budget, Timeline, and Delivery**

**What is the client willing to spend for the Logo?** Ask them to give you a price range. Remember based on your current skill level, what would you charge to create their logo?   
Does it match the Client Price or are you willing to negotiate? *Also be aware that if the client is not giving you an answer to this question you may want to reconsider whether to take on this job.*

Click or tap here to enter text.

**Is the Client aware that additional research, purchasing fonts, or additional work done besides the logo will incur additional fees and require additional sign offs as per your agreement?**

Click or tap here to enter text.

**What is your limit of sign offs before the client goes over budget and you need to renegotiate?**

Click or tap here to enter text.

**What is their timeline that they expect the logo delivered by?**

Click or tap here to enter text.

**What range or Color Modes** (RGB, CMYK, Grayscale, Black& White, Pantone) **and File Formats** **do they expect the logo to be in?** (Bitmap: JPEG, TIFF, PSD Vector: AI, EPS). *Keep in Mind that the client may not be knowledgeable on this topic so you may need to make the decision.*

Click or tap here to enter text.

**After reviewing their responses do you feel:**

**Based on my skill level with Adobe Creative Cloud Applications (Photoshop and Illustrator) I am confident I can deliver the Logo the client expects for their industry in the timeframe they expect?**  Yes  No

Click or tap here to enter text.

**Are there any Print or Web design expectations the client expressed that you are not familiar with based on your skill level or familiarity with the topic that you require more time to research?**For example:

* You need to find out how much it would cost to print 250 or 500 business cards and get a quote from the print company.
* What is cheaper for 50 t-shirts: an embroidery design or to do a screen print? Again, who do you need to talk to and get a quote on that?
* Make the client aware that with embroidery or screen printing the Logo may need additional edits for use in this format so that may take more research or increase the budget and confirm that they are OK with that.
* The Client wants to include their logo as a watermark on some web graphics as well as in their video. What Adobe Applications do you need to use to complete this? *Hint: Photoshop, Media Encoder, Premiere Pro.*

Click or tap here to enter text.