***Logo Designing Information Gathering Form***

**Q1. What is the name to be used in the logo? Please write as you wish it to appear.**A circle/ball with HTB in the center of it. The T should be slightly higher and ‘cover’ the H and B on either side with the top bar. Around the circle in smaller writing: Heavy (upper left), Traffic (upper right), Booster (lower center) **Q2. What is your business and why do customers or clients come to you?**To provide web traffic for website owners (targeted if desired) on one hand and to enable people/users to earn money from surfing websites. Website owners get traffic from potentially interested users who could become potential clients whereas those users can get paid to surf websites they are interested in (or any website if they choose so).

**Q3. What is your mission statement?**

Drive quality traffic to your website. Earn money from surfing websites.

**Q4. What are some favorite colors?  
describe clearly like ... light powder blue, soft white light pink, light amethyst, light soft mint green ......**1. Light azure  
2. Navy blue  
3. White  
4. Light orange  
5. Crimson **Q5. Please fully describe any design preferences you have. You can type as much as you like.**

Here’s an example of a look and feel I like: <https://previews.123rf.com/images/semenchenko/semenchenko1512/semenchenko151200002/49459685-clean-light-blue-user-interface-controls-web-elements-website-software-ui-radio-scroller-input-searc.jpg>

It should generally look modern and professional to earn users trust. It should look colorful but not too flashy. Easy navigation between the various pages is essential. **Q6. Describe what the logo should reflect?**

Already described in Q1 above.

**Q7. Describe your target market and why they buy your service.**

1. Small to medium website owners who wish to increase traffic on their website and connect with potential customers.
2. Web users who are interested in earning money by surfing websites they’re potentially interested in.

**Q8. Can you list down a few logos of other companies/websites which according to you are really awesome?**

<https://creativemarket.com/putracetol/957539-Global-Link-Colorful-Dot-Globe>

<https://www.dreamstime.com/stock-illustration-vector-set-abstract-logo-design-web-icons-d-templates-colorful-symbols-company-identit-identity-ad-website-geometric-sphere-image78194398> (logo in the lower left corner)

<https://graphicriver.net/item/pixel-media-logo-template/7771549>