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Logo & Brand Information

Please answer all questions as completely and as descriptively as possible. This is not the time to rush or skip the filling in for a form. The idea with all this is to be able to get a good idea of what your company is about.

# What is your business or organization name

Please detail exact wording for the logo. For Coke its 'Coca-Cola' etc.

…

# Tag-Line (optional)

Does your company have a tagline? If it does, will it be part of the logo?

…

# What is your history

*How long has your company been around? Are you a company that has been around for 100 years or are you a new startup? Knowing this will help you design your identity.*

…

# What is your business, company, product, all about

*What does your company / organization do:*

*Be descriptive and detailed as possible. You need to sell what you do so you know what you are designing a logo and/or brand identity for.*

…

# Elevator Pitch

*This is a refined and optimized version of above. Think along the lines of the Elevator Pitch: you have just a minute, or two, to enthusiastically explain, and describe, what your brand is before the person you are speaking to exits the elevator.*

…

# What are your company’s goals

*You have a service or product that you are trying to get to consumers. What are you trying to accomplish as a company? For example, the country of Belize is trying to drive people to vacation in Belize.*

…

# What is your main objective or reason for this project

*Are you promoting a new product or service, making the site user friendly, targeting a specific audience?*

…

# What are you trying to communicate and why

Are you trying to show that you are better than your competition, or are you trying to blend in so that you are seen as a reasonable alternative to another brand?

…

# Direct Competition

*Please list any local, regional and/or worldwide competitors. It is vitally important to know how your competitor’s brand, and position, themselves before you can create a visual identity. If you are able to, please provide URL's of websites.*

…

# Indirect Competition (optional)

*This is about being fully prepared. There may be companies that you don't compete with directly, but do choose, or have to, take notice of what they are up to. They may not be competing with you now, but you might feel that one day soon they could be sitting on your doorstep.*

…

# Premises and/or Locations

*Are you home based, or work in offices? Do you have multiple offices and/or locations, if so, please specify where each of them is? It's also useful to know how many staff you have, or it could just as likely be just you.*

…

# Target Audience

*Please list, or describe, the type of people that need to be influenced by the logo/your brand when they see it. This is very important, as it is all about ensuring your message is conveyed to the right audience.*

…

Logo Usage

Please take a look at the following list to help guide you as you start to talk about the look and feel of your logo. The following is a list of potential places your logo and brand could appear. If you need a logo that works for all the above, then check them all. You need to know where you plan to use the logo as this determines how flexible and adaptable the design needs to be.

(Add an “X” in front of the colon to mark the items that apply)

: Used in the real world

: Digital use only, website, software etc.

: iOS App Icon

: Browser Icon

: Website Favicon

: Social Media Profile Image

: Printed Stationery

: Printed Corporate Literature

: Vehicle Livery

: Clothing — Screen Printing

: Clothing — Embroidered

: Various Marketing Merchandise

: Event & Conference Stands

Look, feel, and content

If you have any particular ideas, or thoughts about the logo then please use this section to communicate these ideas. To the best of your ability, use words to describe the end result of your project's look and feel (i.e., clean, balanced, modern).

# What designs inspire you

*This will help you get a reasonable idea of the sort of overall design styles you might like, and helps you take these into possible consideration.*

…

# Color Schemes

*Are you looking to avoid or implement certain colors? Please list colors that you feel would have a positive or negative impact.*

…