

# what's it all about? }

What **successful** business owners (and their designer) need to know about their business

## DESIGNING A LOGO

1. List your company name & short of description of your services and/or products.  
\_\_\_\_\_  
\_\_\_\_\_
2. Describe your company mission and values. \_\_\_\_\_  
\_\_\_\_\_
3. Using a few key words, describe your company. \_\_\_\_\_  
\_\_\_\_\_
4. What attributes of your company would you like to reflect in the logo design? \_\_\_\_\_  
\_\_\_\_\_
5. Describe your target audience and/or customers. \_\_\_\_\_  
\_\_\_\_\_
6. What are your primary products? \_\_\_\_\_
7. Who is your competition? \_\_\_\_\_
8. How does your company differ from its competitors? \_\_\_\_\_  
\_\_\_\_\_
9. How do you want your logo to be different from your competitors?  
\_\_\_\_\_
10. Please write the exact name as you would like to appear in the logo.  
\_\_\_\_\_
11. Do you have a tag line? Do you want it to appear in the logo? \_\_\_\_\_  
\_\_\_\_\_
12. Do you have a specific icon or image that you would like to appear in the logo?  
\_\_\_\_\_
13. Do you have any colors in mind? \_\_\_\_\_

14. Do you have any logo designs that you like or dislike? Please list here or attach. (Please include old logos and designs for reference. This exercise helps make an abstract process more concrete, both in terms of design and color palette.

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15. What is the style(s) for your logo?

Clean / Classic / Modern / Vintage / Icon based / Corporate / Friendly / Playful / Serious

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16. Is the logo for a company or a product? \_\_\_\_\_

If a product, where will logo appear on product? \_\_\_\_\_

17. What will the logo be used for? Check all that apply.

Business Package \_\_\_\_\_ ( Letterhead, business cards, envelopes etc.)

Web \_\_\_\_\_

Product \_\_\_\_\_

Web ads \_\_\_\_\_

Print ads \_\_\_\_\_

Others: (please list) \_\_\_\_\_

**Contact Info:**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City /State \_\_\_\_\_ Zip \_\_\_\_\_

Email address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ cell: \_\_\_\_\_

Current website: \_\_\_\_\_

Deadline: \_\_\_\_\_

Great work! Thank you for contributing your knowledge and expertise to the success of this project!