

BRAND ID / LOGO DESIGN

POSITIONING

What is your company mission statement?

What is your core business? What do you do or sell?

Who are your competitors?

What sets you apart?

What are your weaknesses?

What is a single minded word or phrase that appropriately describes your company?

What is the market's perception of your company today?

How do you want your company to be perceived?

AUDIENCE

Describe your existing audience:

What are some characteristics of your audience:

What is your target audience:

- Primary
- Secondary
- Other

Do you feel you just need a new logo or a complete brand identity?

Why do you want a new logo or brand identity?

What aspect of your current logo or brand needs improvement?

What do you want your new identity to accomplish?

What are all the ways your logo will be used?

- On website
- Social media avatar / icon

- On building or sign
- Tradeshow booth or banners
- Embroidery on apparel
- Screenprinted
- Print items

Do any of these uses have specific color limitations or requirements? (one color, two color, CMYK spot color, etc)

Do you have a tag line or slogan?

Should this tag line or slogan be incorporated into the logo?

Do you have specific images or icons that you wish (or do not wish) to incorporate in the logo?

Do you have color ideas or preferences?

What attributes of your company would you like your logo to reflect?

What is the primary message you want your identity to communicate?

What are some words that should describe your new identity?
fun, serious, trendy, classic, modern, traditional, professional, simple, elegant

What do you like about your current logo? What do you not like about it?

What are your thoughts about your competitors logos? How do you want it to be different or similar?

Where will your new logo need to be applied:

- Business card
- Letterhead
- Envelopes
- Promotional Products
- Website
- Apparel
- Signage
- Collateral

Do you already have an idea or design in mind for your logo?

What type of logo do you want?

- Symbol
- Wordmark (custom font?)
- Combination

Do you have a font style preference or opinions on font types?
Serif, San-serif, slab-serif, script