

Logo Design & Corporate Identity Worksheet

We've put together this handy worksheet to help you capture your vision for the project. Think of this document as a business plan for your logo. The more information you can give us, the better we'll be able to respond. By helping us to better understand your goals, we can help you reach them. Answer each question in a clear and concise manner, and skip any questions that don't pertain to your project.

Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way we won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, email it to keith@glantz.net and we'll work out the right solution for you.

Describe your brand with 5 adjectives (sophisticated, professional, whimsy, etc...)

What are the marketing and business goals using this logo; what will it accomplish?

How would you describe your company/business to someone who has no knowledge of your existence?

Describe your target market, gender, age, geography.

Will the logo be used in print, online, signs or other materials? What are the immediate plans for logo usage?

What do you want your new logo to communicate about your company or products?

Describe your direct competition; provide addresses to their websites if available.

What logos or websites have you seen that you like or catch your eye?

Is there a certain look that you like (include URLs or company names if possible)?

Are there any elements that you would like to see included in your logo design? What elements from your old identity do you like or dislike?

Do you have any particular point of emphasis you want to see in the design?

Do you have any preconceived ideas about the design of your logo?

Are there any images or concepts you DO NOT want to see?

Do you want your logo to include text only, text and graphic, or graphic only?

How many colors would you like used in your logo?

List your color preference if you have any.

Do you have any ideas for the style of text (font) in your logo?

Do you prefer icon based logo or text based logo or combination of the two?

Do you have any specific themes for icon based logo if any you would like us to consider?

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.