



Step 1 in Logo Creation

A good logo doesn't just happen.

By defining these questions, with how they apply to your business, will help you achieve a logo that attracts clients.



Your Name _____ Email _____ Business Name _____ Date: _____

Phone _____ Website _____ Facebook.com/_____

Please answer as many of the following questions as possible. They help us hone into who you are and what you want your new logo should say. It's not a test, just answer what comes easy to you -- not all will apply.

1. Where do you plan to use this logo primarily for besides web?	Booth/Store	Products/Labels	Web
2. What is the meaning behind the name (if there is one)?			
3. Who is your one ideal target client / audience / customer?			
4. If #3 answer is more broad, list key words here (Certain age or demographic? Where do they shop? Any specific traits come to mind?)			
5. Does your business have a mission/vision statement:			
6. If we are updating your brand, what do you want to keep?			
7. List your main products and/or services that make up the bulk of your business:			
8. List 3-6 buzz words (what you want people to think of when they see your logo):			
9. What makes your business unique? What do your current customers love about you and your brand? (If you're new, answer with what you dream to have your customers love about you.)			
10. Do you provide a solution to a problem? If so, what is it:			
11. We all have goals. Do you have any dreams that will change your answers on this sheet in the future? How do you hope to expand your business? How do you hope to build on what you have noted here? More sales, adding more services?			
12. Taglines are such a good idea. Many business names do not say who they are or what they offer. List any tagline ideas here for your brand/logo:			
13. Do you have any color preferences, or existing brand colors that need to remain? (List any ideas or anything you want to use.) Pinterest has great color ideas.			
14. Pick 3! Find 3 ideas of things you love! This is helpful to get a feel of your personal style. These can be Pinterest pins or websites. Pinterest works good because you can create a secret board and pin to that.			
15. Do you have a preference on fonts? Typography creates a certain feeling but should not be the sole base of a logo. (Note or Pin any specific styles of fonts you think apply to your brand -- script, bold, light, handwritten, etc.)			
16. Any other creative notes you want to share:			