

LOGO

2. Create (or have created) a logo that fits these buzz words and defines who your business is.

Please answer as many of the following questions as possible before starting on your logo. They help you hone into who you are and what you want your logo to say. It's not a test, just answer what comes easy to you.

1. Where do you plan to use this logo primarily for (besides the web)?	Store front Products/Labels _____
2. What is the meaning behind the name (if there is one)?	
3. Who is your one ideal target client / ideal audience?	
4. If #3 answer is more broad, list key words here (Certain age or demographic? Where do they shop? Any specific traits or hobbies 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 your main 2 buzz words (what you want people to think of when they see your new logo/look):	
9. What makes your business unique? What do your current customers love about you and you 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. What long term goals might change the answers on this sheet?	
12. Taglines are such a good idea. So many business names do not say who they are. 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 specific.)	
14. Research!! Find 3 ideas of logos you love the look of. This is helpful to get a feel of your personal style. These can be Pinterest pins or website links you email or message your designer.	
15. Do you have a preference on fonts? Typography creates a certain feeling but should not be the sole base of a logo. (Look into a specific style of font you like -- script, bold, light, handwritten, etc.) You will need the name of fonts later. Note them here:	
16. Any other creative notes:	

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