



Background information

What name do you want in your logo? _____

Do you want a tagline in your logo? _____

Describe your organization. What does your organization do and who are your target customers? What industry are you in?

Visual Style

What type of layout would you like for your logo? (Select from below)

Word mark - Organization name in a stylized type font becomes the logo. It is a freestanding word or words and may be a company name or acronym. The best wordmarks include a legible word with distinctive font characteristics and sometimes a pictorial element. (examples: Google, IKEA, eBay, Nokia)

Pictorial mark - A recognizable literal image that has been simplified and stylized. The image itself may allude to the name of the company or its mission. (examples: Apple, NBC's peacock, Twitter's bird, Polo's horse, Merrill Lynch's bull)

Abstract mark - A symbol that conveys a big idea or, is somewhat ambiguous which may be needed for a large company with unrelated divisions. (examples: Target, Nike, Sprint, BP)

Letter mark - A unique design using one or more letterforms that act as an easy form to remember a company name. The letter(s) are always a unique design that is infused with personality or meaning. (examples: IBM, HP, GE, UPS, Uniliever)

Emblem - A trademark in which a company name is connected to a pictorial shape or element - the elements are never isolated. (examples: TiVo, Elmer's Glue, Tazo tea)

Design Preferences

Are there specific colors you want to use in your logo design?



Are there certain organizational traits that you want to communicate?

- Sincerity** (down-to-earth, family-oriented, honest, wholesome, original cheerful, friendly, sentimental)
- Excitement** (daring, trendy, exciting, spirited, cool, young, imaginative, unique, up-to-date, independent, contemporary)
- Competence** (reliable, hardworking, secure, intelligent, technical, corporate, successful, leader, confident)
- Sophistication** (upper class, glamorous, charming, smooth)
- Ruggedness** (outdoorsy, tough, rugged)

Other

Please share any other information you feel is important for us to capture regarding your new logo.
