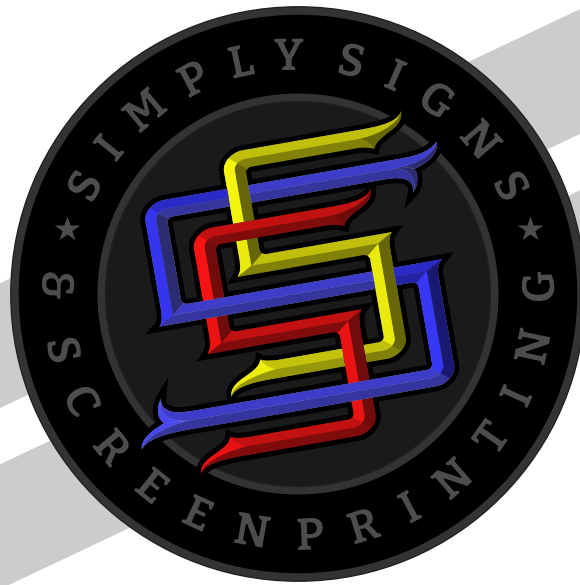


LOGO DESIGN WORKSHEET



Who are you?

Your Company name: _____

Your Company address: _____

Your name and job title: _____

Email address: _____

Phone number(s): _____

Web Address: _____

Social Media pages: _____

Your Company

Describe your company:

How long has your company been in business?

Having a tagline can be important to set your business apart from other competing businesses in the same market. Do you have a tagline and if so what is it?

Who/what are you doing it for?

Who is your target market (gender, age, geography, etc.)?

What is the main reason for commissioning a new logo/redesign?

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

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

Design Concept

Describe your direct competition; provide web addresses if available.

What logos have you seen recently that you like or that catch your eye and why? **This is a very important and mandatory step to initiating the creative process.** Use a separate sheet of paper if necessary or please email web links.

Is there a certain look that you like (bold, flashy, simple, modern, corporate)?

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

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?

Are there any images or concepts you do NOT want to see in the design?

How many colors would you like to be used in the logo? List your color preferences if you have any. Also be sure to list any colors you do NOT want in your design.

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

Do you have a certain time frame that this project must be done in?

Additional Comments

Please leave any extra comments here:

When completed with form send to:

Email: johnm@mtco.com