

Graphic Design and Logo Planning

This Graphic Design and Logo Planning Worksheet will give a clear picture of what services the logo should communicate. This will allow us to facilitate the needs of the design more effectively. It is very important that we have a complete understanding of the company, product and services. This will help create a logo or design specifically with company goals in mind. This form is very detailed; however, taking the time now to complete the form will save many hours of designing time as well as cost.

Please fill out the following information regarding the needs of the company as well as the Stylistic Slider form.

Client's Name

Name of Business

Tagline

Please describe the design ideas. Feel free to make a sketch of specifics you would like to incorporate or avoid.

This sketch of a logo on a business card is just an idea. We are not partial to it.

Do not let our idea cloud you or your creativity. Feel free to incorporate it or come up with something new. Refine our existing logo is another option.

Visit our website & facebook pages to learn more about us and incorporate ideas from there.

Logo Specifics

Is the logo being designed associated to:

Company Name

Product

Do you currently have a logo? If so, why do you want to change your existing logo?

If so, what colors are being used in your present logo and what would you like to see changed?

What are the preferred colors for your logo?

Where will your logo be used?

Visual Print Ads

Catalogues (brochures, etc)

Stationary (business cards, letterhead, envelopes)

Packaging (products your company sells)

Promotional Apparel (t-shirts, caps, jackets, etc)

Promotional Products (pencils, pens, etc)

Signage (storefront, flyers, posters, vehicles)

On-Line

Graphic Specifics: i.e. Shapes, graphic elements

Do you have graphics that you would like to incorporate?

Typeface/font preferences

Company Profile:

Is your company product or service based?

How long has your company been in business?

What type of industry? *Real Estate, Construction, Design (interior finish products- cabinets, countertops, etc)*

What types of customers do you deal with?

General

Public

Large Companies

Distributor/Wholesaler

Dealers/Retailers/Stores

Small Business

Government

Does your company do business:

Locally

Regionally

Nationally

What age does your market target?

Children (3-8)

Preteens (9-14)

Teenagers (15-18)

College Students

Working Adults (20+)

Working Adults (30+)

Working Adults (50+)

Senior Citizens (65+)

What percentage of your products are used by: *Men: 50% Women: 50%*