



LOGO & IDENTITY WORKSHEET

THE IMPORTANCE OF UNDERSTANDING IDENTITY AND BRANDING

Before you order a new logo design, try to provide an answer to every question in this planner. In order to create a fully original logo, designed to represent your company's ideas and philosophy, we need your help to understand the specific requirements of your business. The result will be a meaningful and professional logo created according to your exact specifications.

NOTE: We realize this form may be lengthy and time consuming, but the end result is that we will both have a better understanding of your design needs. Please plan to spend about 30 minutes to one hour completing this form.

Your Logo Should Convey Your Business's Essence



Your new logo design should convey an idea of what your business is about. It should represent the best competitive advantage of your business, and why your customers should choose to do business with you. Understanding your business philosophy is critical to representing a company through an image – your new logo. Your first step should be to select the appropriate logo style, according to your industry, marketing strategies and personal preferences. Think about the priorities of your business to help you to choose an appropriate logo style:

- ✓ A simple and clean logo is very easy to remember and print.
- ✓ A traditional approach is very useful if you are trying to establish a strong corporate identity.
- ✓ A modern logo is very eye-catching.
- ✓ A high-tech logo emphasizes the innovative nature of your technology-based business.

- ✓ A corporate logo conveys the idea of a stalwart and trustworthy company.

Your Company Name Up In Lights



Your logo design should include your company name in an easily-readable and distinctive way. That's one of the most important logo elements to introduce your company to new customers.

Hopefully, we've given you some food for thought as you complete this planner and embark on one of the most exciting – and the single most important – steps in creating your company's identity. So let's get started!

ABOUT YOU

Your name:

Answer:

Contact telephone(s):

Answer:

Best time to call:

Answer:

Your email address:

Answer:

Do you prefer to be contacted by:

- Email
- Telephone
- Either one

BACKGROUND INFORMATION

How did you hear about us?

Answer:

Check the box(es) that best describes your organization:

- Fortune 500 corporation

- Nonprofit organization
- Educational institution
- Startup
- Large business (over 100 employees)
- Medium-size business (21-100 employees)
- Small business (less than 20 employees)
- Individual

ABOUT YOUR COMPANY

What type of product(s)/service(s) do you offer?

Answer:

How long have you been in business?

Answer:

What do you hope to accomplish with your new identity?

Answer:

What are your long-term goals?

Answer:

Who is your target audience?

Answer:

Do you have an established timeframe for this project?

Answer:

Are there mandatory requirements for this project that we need to know?

Answer:

Where will your new logo be used? (*Check all that apply.*)

- Visual Print Ads
- Catalogues (brochures, etc)
- Stationery (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)
- Online/web site

What qualities of your business, product(s) or service(s) should your logo reflect?

Answer:

What is the overall message you are trying to convey to your target audience?

Answer:

Why is your company the best at what it does? (E.g., efficient? serious and professional? innovative?)

Answer:

Describe your business in just a brief sentence.

Answer:

(That's exactly what your new logo should depict.) 😊

Existing Logo?

Do you currently have a logo?

Yes

No

If so, do you want to change your existing logo?

Yes

No

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

Answer:

Product Branding, Rather Than Corporate Branding

If the logo is not associated with the company name, but rather with a product name, please put down the name of the product:

Answer:

Logotype

Do you already have a preferred typography or font style?

Answer:

Your logo font should always be somehow customized to make it a fully distinctive and unique logo design. But you can point to a specific font style by stating your preferences, such as: "a modern font," "a script font," "a sans-serif font," or "a bold font."

What is the exact text that should be included in your logo? Should it be case sensitive?

Answer:

Do you want to include a tagline in your logo design? Does it fit your identity? If you already have a company tag-line defined it could be integrated in the logo design, or as part of a logo variant.

Answer:

Do you have a preferred logo symbol? Geometric or abstract symbols? Specific images related to your business sector? A symbol related to your company philosophy? A composition based on your company name initials?

Answer:

Apart from the logotype text, your logo design could include a symbol, anagram or image. An original logo symbol is a compact and distinctive way of representing your company.

Are there certain symbols or trends that we should avoid? Are there certain symbols or trends/topics that are clichéd or overused in your industry that may lead to a confusing corporate identity?

Answer:

Logo Colors



Color choices are very important because of their meaning, related print costs and distinctive and eye-catching properties. If you need any color suggestion, or have any color related question, just ask us!

Do you have corporate colors already defined, or preferred logo colors? Coherently using specific colors on all your business communication will make your company immediately identifiable and distinguishable.

Answer:

Is there any color limit for this logo design? Using many different colors may lead to a vivid logo design, but it may become a complex and print expensive design.

Answer:

Could the design include color gradients? Color gradients produce eye-catching results, but print costs may raise, and the design may become more complex and harder to scale.

Answer:

ABOUT THE COMPETITION

Who are your competitors, and how do their logos reflect their specific identities?

Answer:

What is your first impression of their logos (what feeling, if any, do they create at first glance)?

Answer:

List up to five (5) competitive companies and website URLs, if possible:

https://

https://

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What makes you different from your competitors? Can you capitalize on this difference by incorporating it into the look of your logo?

Answer:

BUDGET

Some people feel uncomfortable stating their budget upfront, fearing that the web design professional will naturally inflate his or her prices to meet the high end of the budget. But just as you would tell your home remodeler what your budget is for a kitchen remodel, we need to know your budget, or at least a ball park. Perhaps your project wish list exceeds your budget. We can then sit down with you and help you figure out how to best spend your project dollars. It may be that the project can be developed in stages, with new features added as your budget permits. If you are not comfortable stating a specific budget, we would appreciate at least a budget range. Bear in mind that we take logo work, branding and identity very seriously and we think you should too. Pixelita Designs Logos start at \$500.

Budget:

Answer:

Budget Range:

- \$500-\$1000
- \$1001-\$2500
- \$2501-\$5000
- Over \$5000

Thank you! Remember to save this document as {organization name}-logo (DOC | PDF) (replacing {organization name} with your name or the name of your organization), and email the document to sales@pixelita.com.