Checklist

FOR NEW LOGO DESIGN AND BRANDING PROJECTS

LOGO DESIGN CHECKLIST

ABOUT YOUR COMPANY

1) What is your company name? Do you have a company tagline?

2) How would you describe your services and/or products?

3) What is the overall mood of your company? What feeling would you like the logo to communicate?

4) Why do you want a new logo? What do you want your new logo to accomplish in the longterm?

5) What demographic are you trying to reach? Is the audience local, national, or global?

6) Who are your main competitors? What makes you different?

LOGO DESIGN CHECKLIST

DESIGN DETAILS

1) How do you prefer your logo to be written out? *Example: RunningWithFoxes, running with foxes, Running with Foxes, etc.*

2) Would you like a tagline, motto, establishment date, or other business information included in the logo?

3) Do you have any specific imagery in mind for your logo? Such as any graphic element in mind to accompany the text to work as an icon or brand mark, or would you like to focus on a typographic logo only?

4) Do you have a preference in typographic styles? *Example: Serif, Sans Serif, Script, Handwritten, Retro, Modern, Classic, etc.*

5) Are there any other logos or logo styles that you'd like to serve as inspiration for this project? *Please send as links and/or attachments.*

6) Do you have any color preferences, or existing brand colors to be incorporated? Does the logo need to work in black-and-white?

7) Are there any colors or graphics or graphic styles you simply do NOT want used?

LOGO DESIGN CHECKLIST

DESIGN GOALS

1) Where will the logo be primarily used?

2) Does your business have a social media presence? What apps or websites will your logo need to appear on? *Include links.*

3) Are there any existing branding strategies or elements to consider that the new design needs to coordinate with?

4) Do you have a deadline that will need to be met for the project completion?

    Start Date:

    End Date:

    Other:

5) Do you have a specific budget you need to work within for the project?

LOGO DESIGN CHECKLIST

EXTRAS (PRINT OR WEB COLLATERAL)

All extra designs and/or materials are subject to additional fees - please contact me for a complete quote for a logo design package and don't forget to include all items you list below if you will not be returning the completed PDF checklist.

1) Does your logo need to be diversified to work as a watermark or label (round or square)?

2) Will you be needing an alternative logo (a variation of the completed logo to work with other mediums)?

3) Are there any patterns or textures or other imagery you wish to include with your logo design?

4) Will your business be needing printed materials design? *Example: Business Cards, Postcards, Flyers, Brochures, etc.*

5) Are there web graphics your business will be needing to enhance your online socail media presence in connection with your new logo?

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6) Do you currently have a website that needs updating? *Example: New Headers, Banners, Icons, Advertising, etc.*

7) Are there any other materials not mentioned you may be looking to have created?

ADDITIONAL QUESTIONS OR COMMENTS:

RUNNING WITH FOXES

graphic design studio

2018