



InSiteful Solutions
Personal, creative, professional marketing

Client Logo Development Worksheet

How would you describe your company? Concept? What type of reactions do you want your logo to evoke:

Emotional

Physical

Mental

Spiritual

Do you currently have any company colors, or would you like us to develop a color specification sheet for you?

What products and services does your company provide?

Who are your competitors? Are they online, do they have a storefront?

How do you envision your company's image? Corporate, Traditional, Playful, Cutting edge, Appealing to women and/or men, young and/or old, etc.?

Do you prefer a very clean or complex logo?

Do you see your logo as an icon? What descriptive items would you like us to create as your icon?

Do you see your logo rendered in a one dimensional or 3 dimensional manner?

Do you have any examples of other company's logos that you like?