



Logo Planning Document

This document is intended to help us understand your brand to develop your logo and associated creative. Please complete it to the best of your ability; we will use this document as a jumping-off point for further consultation and design.

General Information

Company: _____
Contact: _____
Contact Phone: _____
Contact Email: _____

Describe who you are and what you do (include your Mission/Vision Statements if you have them):

What are your major product/service offerings?

Who are your competitors?

Brand Positioning

Why do you do this instead of something else? (What is your story?)

What are your non-negotiables? (What do you stand on without compromising?)

What is the culture of your organization? Are there certain behaviors or attitudes that make it different from your competitors?

Which one of the following best describes your brand's underlying motivation/desire?

Leave a mark on the world / build a legacy Provide structure/stability to the world
 Make the world a better place (the way things should be, not as they are) Connect with others

The primary desire of the majority of my clients/customers is (select one):

Safety Understanding/Knowledge Freedom/Discovery Liberation/Revolution Transformation
 Mastery Intimacy/Relationship Enjoyment/Fun Belonging Service Control Innovation

Recommended: Take the online Brand Personality Quiz at brandpersonalityquiz.com (takes approximately 10 minutes) and write your results here:

1. _____ 2. _____ 3. _____
_____ out of _____ _____ out of _____ _____ out of _____

Do you feel your results were accurate? Why or why not?

Audience

What is your current audience **demographic** (age, gender, ethnicity, background, income bracket, geography, education level, etc)? (For new brands: what is your **anticipated** audience demographic?)

What is your current audience **psychographic** (needs, fears, desires, values, attitudes, interests, lifestyle, opinions, hobbies, etc)? (For new brands: What is your **anticipated** audience psychographic?)

(Existing brands:) Are you attempting to gain a new audience? If so, who?

(Existing brands:) How does your audience **currently** view you?

How do you want your audience to see you?

What response should the target audience have to your new brand/logo?

Logo Information

Describe any ideas you might have in mind for your logo design.

Type of Logo: Textual Iconic Illustrative Not Sure / No Preference

What three words should describe your logo / brand? (examples: conservative / friendly / fun / sophisticated / minimalist / corporate / high-tech / rugged / modern, etc.)

Do you have colors that should be used? Please list any specific values (CMYK / RBG / Pantone):

Are there any colors that must be avoided?

Do you have a tagline you would like included in your logo? If yes, please specify:

Please list any other company logos that you like or would like to draw on as inspiration for your own (does not have to be from your industry). Describe what you like about them:

Additional Services

Please indicate if you are interested in any of the following or have a request for specific creative. For specific projects, attach a creative brief, or describe your needs in detail on the next page.

LOGO STYLE GUIDE

Yes No Maybe

We will develop a document which sets guidelines on the use of the logo in order to maintain the integrity of your brand. It serves as a concise guide that can be referred back to when necessary, so that consistency is established in whatever context the logo is used.

ANIMATED LOGO

Yes No Maybe

We will animate your logo (in a way that is appropriate to its design), which could be used in video intros, websites, or Powerpoint presentations. Final deliverable is as a .swf, .mov, and/or animated .gif file.

IDENTITY PACKAGE (PRINT)

Yes No Maybe

Includes business card design, letterhead design, and envelope design using your new logo.

IDENTITY PACKAGE (WEB)

Yes No Maybe

Includes email signature, favicon, and social media profile/cover/background graphics using your new logo.

ILLUSTRATED CHARACTER / MASCOT

Yes No Maybe

BROCHURE DESIGN

Yes No Maybe

EMAIL SIGNATURE

Yes No Maybe

BUSINESS CARD DESIGN

Yes No Maybe

SOCIAL MEDIA CO-BRANDING

Yes No Maybe

FAVICON AND MOBILE ICONS

Yes No Maybe

STATIONERY DESIGN

Yes No Maybe

SOCIAL MEDIA GRAPHICS

Yes No Maybe

LANDING PAGE/WEB DEVELOPMENT

Yes No Maybe

RACK CARD DESIGN

Yes No Maybe

CUSTOM EMOJI SET (STICKERS)

Yes No Maybe

EMAIL TEMPLATE

Yes No Maybe

Leave additional notes (information, requirements, comments, or questions) below.
Be sure to describe any specific needs you have for additional creative projects here.

All done!

Please save and return this document to nyla@nvision-that.com.