



Branded For Success Logo Homework

In order to make sure we design your logo to reflect you and your business, we need to discover your style. The more you tell us, the better job we can do in creating the perfect look for you. The time you spend doing this now will pay off big later on.

Please understand that WE CANNOT BRAND YOU PROPERLY IF YOU DO NOT COMPLETE THIS HOMEWORK IN ITS ENTIRETY. When we ask you for a minimum of 10 ideas, we need at least that many – NOT LESS! We want to be sure your branding is done right the first time.

We are excited about getting to know you and your business. If you have any questions, feel free to contact us by phone or email, and we will help walk you through the process.

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Logo Evaluation Homework:

1. Go online and pick a MINIMUM OF 10 LOGOS THAT YOU **LIKE**. Copy and paste them into this document and tell us what you like about that particular logo.

The more examples you can give us, the better we can find a direction for the design of your logo. This assignment is critical to creating a brand you will truly be proud of for your business.

Example:  *(I like the simplicity and the type)*

2. Go online and pick a MINIMUM OF 10 LOGOS THAT YOU **DISLIKE**. Copy and paste them into this document and tell us what you don't like about it.

The more examples you can give us, the better we can find a direction for the design of your logo. This assignment is critical to creating a brand you will truly be proud of for your business.

Example: *(I hate the way type runs together)*

3. List five words that describe you (your words):

4. Go to five friends or business associates and ask them to describe you in five words: (Say, "If you had to describe me in five words or less, what would you say about me?"). Write down their exact observations.

Friend 1: _____

Friend 2: _____

Friend 3: _____

Friend 4: _____

Friend 5: _____

5. Pick the three words from the list below that BEST describe the IDEAL STYLE for your logo (number 1,2,3 with 1 being the one that you feel describes the your ideal style the best)

_____ Fun

_____ Classy/ Sophisticated

_____ Big Business (IBM, Dell etc)

_____ Whimsical

_____ Sporty

_____ Sexy

_____ Graphic heavy

_____ Words only (no graphics)

_____ Classic/Traditional

_____ Simple

_____ Funky

_____ Formal

_____ Overstated

_____ Understated

_____ Quirky

_____ Reserved

_____ Warm

_____ Abstract

_____ Lively

_____ Other: _____

6. For my logo, I prefer a serif font (footed, like Times and Garamound) or san serif font (no feet, like Arial and Helvetica)... by the way, “I don’t know” or “I don’t have a preference” are acceptable answers.

7. Do you prefer a heavy font (very bold — strong) or light font (very soft — sophisticated) for your logo? Again “I don’t know” or “I don’t have a preference” are acceptable answers.

8. Would you like your photo to be incorporated into the design of your logo or would you like to use your photos separately?

9. List all of the visual communication pieces that your logo will be used on (ie. Website, Stationery, Apparel, Brochures, etc.).

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