

## Logo Design Worksheet

### 1) Project Assessment

What type of product/service do you offer?

How long have you been in business?

What do you hope to accomplish with your new identity?

What are your long term goals?

### 2) Your Target Audience

Summarize your existing audience:

Who do you hope to add to your existing audience?

### 3) General Perception/Logo Guidelines

What type of logo do you have in mind?

Do you have any colors that you would like to include in your logo?  
If so, explain your reasons behind using these colors.

Are there any images, icons, symbols or trademarks you need to incorporate into your logo?

#### 4) Communication Strategy

What qualities of your business, product or service would you like your logo to reflect?

Do you have a tagline or slogan in mind? Does it fit your identity?

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

Where will your new logo be used (i.e. advertising, business stationery, signage, etc.)?

#### 5) Competitive Comparison & Position

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

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

List competitive companies and website URLs, if possible:

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

#### 6) What message do you most want to get across?

Write a singular word or short phrase that best describes your company: