

EXPLORING YOUR BUSINESS, PERSONAL STYLE AND IDEAS

Who are you?

Your name: _____ Ph: _____

Your business name: _____

Email Address: _____ Website: _____

Business Facebook link: _____ Instagram: _____

Words for the logo (exact wording): _____

Do you have a tagline in mind? _____

Elevator introduction - *if you had 75 seconds to let me know what your business or project is about, what would you say?*

Feel free to give me a more detailed outline of your business or project. (What's it all about? What's your mission statement or vision for your business? What products or services do you provide? What is the reason for you starting this new venture?)

What style of logo are you thinking about? Do you have examples of logos you love? A Pinterest collection? Words only? Words and symbol/icon? Icon only? Do you have a specific symbol in mind?

Are you wanting to Trademark the logo? Y / N

Who is your target market? How old are they? Gender/Income/location/interests? How do they find you?

Who are your competitors? (Provide their name or website), What sets you apart from them?



BRAND VALUES - *find your 5 authentic words that resonate to your brand.*

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Abundance | <input type="checkbox"/> Discretion | <input type="checkbox"/> Health | <input type="checkbox"/> Power |
| <input type="checkbox"/> Acceptance | <input type="checkbox"/> Diversity | <input type="checkbox"/> Heart | <input type="checkbox"/> Precision |
| <input type="checkbox"/> Accessibility | <input type="checkbox"/> Dreams | <input type="checkbox"/> Heroism | <input type="checkbox"/> Pride |
| <input type="checkbox"/> Accountability | <input type="checkbox"/> Drive | <input type="checkbox"/> History | <input type="checkbox"/> Privacy |
| <input type="checkbox"/> Accuracy | <input type="checkbox"/> Duty | <input type="checkbox"/> Honesty | <input type="checkbox"/> Productivity |
| <input type="checkbox"/> Activeness | <input type="checkbox"/> Eagerness | <input type="checkbox"/> Honour | <input type="checkbox"/> Professionalism |
| <input type="checkbox"/> Adaptability | <input type="checkbox"/> Ease of use | <input type="checkbox"/> Hope | <input type="checkbox"/> Progress |
| <input type="checkbox"/> Adventure | <input type="checkbox"/> Economy | <input type="checkbox"/> Humility | <input type="checkbox"/> Purity |
| <input type="checkbox"/> Affection | <input type="checkbox"/> Education | <input type="checkbox"/> Humour | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Ambition | <input type="checkbox"/> Effectiveness | <input type="checkbox"/> Imagination | <input type="checkbox"/> Recognition |
| <input type="checkbox"/> Appreciation | <input type="checkbox"/> Elegance | <input type="checkbox"/> Impact | <input type="checkbox"/> Reflection |
| <input type="checkbox"/> Approachability | <input type="checkbox"/> Empathy | <input type="checkbox"/> Individuality | <input type="checkbox"/> Relationships |
| <input type="checkbox"/> Attention to detail | <input type="checkbox"/> Empowering | <input type="checkbox"/> Innovation | <input type="checkbox"/> Reliability |
| <input type="checkbox"/> Balance | <input type="checkbox"/> Energy | <input type="checkbox"/> Insight | <input type="checkbox"/> Resilience |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> Engagement | <input type="checkbox"/> Inspiration | <input type="checkbox"/> Resourcefulness |
| <input type="checkbox"/> Belonging | <input type="checkbox"/> Enjoyment | <input type="checkbox"/> Integrity | <input type="checkbox"/> Respect |
| <input type="checkbox"/> Bravery | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Intelligence | <input type="checkbox"/> Responsibility |
| <input type="checkbox"/> Capability | <input type="checkbox"/> Enthusiasm | <input type="checkbox"/> Intimacy | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Care | <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Intuition | <input type="checkbox"/> Satisfaction |
| <input type="checkbox"/> Change | <input type="checkbox"/> Environment | <input type="checkbox"/> Joy | <input type="checkbox"/> Security |
| <input type="checkbox"/> Charity | <input type="checkbox"/> Equality | <input type="checkbox"/> Justice | <input type="checkbox"/> Sharing |
| <input type="checkbox"/> Clarity | <input type="checkbox"/> Evolution | <input type="checkbox"/> Kindness | <input type="checkbox"/> Simplicity |
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Excellence | <input type="checkbox"/> Knowledge | <input type="checkbox"/> Sincerity |
| <input type="checkbox"/> Collaboration | <input type="checkbox"/> Excitement | <input type="checkbox"/> Leadership | <input type="checkbox"/> Skill |
| <input type="checkbox"/> Comfort | <input type="checkbox"/> Exhilaration | <input type="checkbox"/> Learning | <input type="checkbox"/> Speed |
| <input type="checkbox"/> Commitment | <input type="checkbox"/> Expertise | <input type="checkbox"/> Liveliness | <input type="checkbox"/> Spontaneity |
| <input type="checkbox"/> Communication | <input type="checkbox"/> Exploration | <input type="checkbox"/> Logic | <input type="checkbox"/> Stability |
| <input type="checkbox"/> Compassion | <input type="checkbox"/> Fairness | <input type="checkbox"/> Longevity | <input type="checkbox"/> Strength |
| <input type="checkbox"/> Confidence | <input type="checkbox"/> Faith | <input type="checkbox"/> Love | <input type="checkbox"/> Success |
| <input type="checkbox"/> Connection | <input type="checkbox"/> Fame | <input type="checkbox"/> Loyalty | <input type="checkbox"/> Support |
| <input type="checkbox"/> Consistency | <input type="checkbox"/> Family | <input type="checkbox"/> Mastery | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Control | <input type="checkbox"/> Fascination | <input type="checkbox"/> Mindfulness | <input type="checkbox"/> Talent |
| <input type="checkbox"/> Cooperation | <input type="checkbox"/> Fearlessness | <input type="checkbox"/> Motivation | <input type="checkbox"/> Teamwork |
| <input type="checkbox"/> Courage | <input type="checkbox"/> Firmness | <input type="checkbox"/> Neatness | <input type="checkbox"/> Thoughtfulness |
| <input type="checkbox"/> Craftiness | <input type="checkbox"/> Fitness | <input type="checkbox"/> Optimism | <input type="checkbox"/> Tolerance |
| <input type="checkbox"/> Craftsmanship | <input type="checkbox"/> Flexibility | <input type="checkbox"/> Organisation | <input type="checkbox"/> Trust |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Focus | <input type="checkbox"/> Originality | <input type="checkbox"/> Truth |
| <input type="checkbox"/> Credibility | <input type="checkbox"/> Freedom | <input type="checkbox"/> Partnership | <input type="checkbox"/> Understanding |
| <input type="checkbox"/> Curiosity | <input type="checkbox"/> Freshness | <input type="checkbox"/> Passion | <input type="checkbox"/> Uniqueness |
| <input type="checkbox"/> Customer satisfaction | <input type="checkbox"/> Friendship | <input type="checkbox"/> Patience | <input type="checkbox"/> Unity |
| <input type="checkbox"/> Customer-centric | <input type="checkbox"/> Fun | <input type="checkbox"/> Peace | <input type="checkbox"/> Value |
| <input type="checkbox"/> Daring | <input type="checkbox"/> Generosity | <input type="checkbox"/> Perception | <input type="checkbox"/> Variety |
| <input type="checkbox"/> Dedication | <input type="checkbox"/> Genius | <input type="checkbox"/> Performance | <input type="checkbox"/> Virtue |
| <input type="checkbox"/> Dependability | <input type="checkbox"/> Genuineness | <input type="checkbox"/> Persistence | <input type="checkbox"/> Vision |
| <input type="checkbox"/> Determination | <input type="checkbox"/> Goodwill | <input type="checkbox"/> Personal development | <input type="checkbox"/> Warmth |
| <input type="checkbox"/> Devotion | <input type="checkbox"/> Gratitude | <input type="checkbox"/> Playfulness | <input type="checkbox"/> Welcoming |
| <input type="checkbox"/> Dignity | <input type="checkbox"/> Growth | <input type="checkbox"/> Poise | <input type="checkbox"/> Wonder |
| <input type="checkbox"/> Diligence | <input type="checkbox"/> Guidance | <input type="checkbox"/> Polish | |
| <input type="checkbox"/> Directness | <input type="checkbox"/> Happiness | <input type="checkbox"/> Popularity | Other: _____ |
| <input type="checkbox"/> Discipline | <input type="checkbox"/> Hard work | <input type="checkbox"/> Positivity | _____ |
| <input type="checkbox"/> Discovery | <input type="checkbox"/> Harmony | <input type="checkbox"/> Potential | _____ |



BRAND PERSONALITY - *what human traits does your brand have?*

We communicate this through tone of voice, visuals, colour choices, fonts - people choose your brand because they relate to it. Indicate where you think your brand sits: more to the left, right or centre?

| | |
|------------|--------------|
| Friendly | Formal |
| Playful | Serious |
| Quirky | Conventional |
| Modern | Classic |
| Fun | Functional |
| Warm | Cold |
| Innovative | Familiar |
| Feminine | Masculine |
| Affordable | Luxurious |
| Youthful | Established |
| Loud | Subdued |
| Simple | Complex |
| Bright | Subtle |
| Natural | Industrial |
| Casual | Elegant |



COLOUR IN BRANDING - *Colour psychology*

Colour plays a crucial role in design, as does the psychology of how humans perceive colour. Do you have any particular colours in mind for your project? _____



Blue

+ Tranquility, Security, Integrity, Peace, Loyalty, Trust, Intelligence, Authority
- Cold, Fear, Masculine, Depression



Turquoise

+ Spiritual, Healing, Protection, Sophisticated
- Envy, Femininity



Green

+ Freshness, Environment, New, Money, Fertility, Healing, Earth
- Envy, Jealousy, Guilt



Yellow

+ Bright, Sunny, Energy, Warm, Happy, Perky, Joy, Intellect, Hope
- Irresponsible, Unstable, Cowardice, Deceit, Frustration



Purple

+ Royalty, Nobility, Spirituality, Luxury, Ambition, Wealth, Creativity, Romance
- Mystery, Moodiness



Pink

+ Healthy, Happy, Feminine, Sweet, Compassion, Playful
- Weak, Femininity, Immaturity



Red

+ Love, Passion, Energy, Power, Strength, Heat, Desire
- Anger, Danger, Warning



Orange

+ Courage, Confidence, Friendliness, Success
- Ignorance, Sluggishness



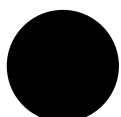
Grey

+ Professional, Formal, Sophisticated
- Depressing, Dull, Moody



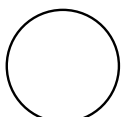
Brown/Beige

+ Earthy, Down-to-earth, Warm, Family, Dependability, Steadfast, Comfortable, Reliable
- Dull, Dirty



Black

+ Magic, Power, Fashion, Elegance, Mystery, Wealth, Formal
- Death, Evil, Intimidation, Mourning, Control, Bad Luck



White

+ Innocence, Cleanliness, Bridal, Healthcare, Purity, Goodness, Peace
- Cold, Dull, Bland, Impersonal, Sterile



Gold

+ Success, Abundance, Prosperity, Quality, Prestige, Compassion, Love, Optimistic
- Self-centred, demanding,



FONT CHOICE IN BRANDING - *They speak differently!*

Serif, Sans Serif, Script, Brush Script, Hand Pen, Modern, Display - different fonts for specific needs.

Branding - does it embody the character and spirit of your brand?

Legible - is it easy to read? Big and small?

Serif vs Sans Serif - long names may be more legible with serifs, but what about your audience?

Font Family - are there many variations of the font? Italic, Bold, Light, Thin etc?

Font Pairing - Avoid too many fonts, 2 - 3, no more. If you do choose 2, make sure they're not too similar.

Contrast - Make sure there are substantial contrasting differences if there are 2 fonts.

Do you have any preference?

- Serif
- Sans Serif
- Script
- Brush Script
- Hand Pen
- Modern
- Display

