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 15 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/icom? 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.*

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

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

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

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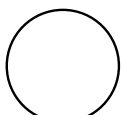- *Depressing, Dull, Moody*

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