



STRONG BRANDS begin with a smart logo

Congratulations, this is the first step in creating a brand for your business!

This form is a tool that makes defining your look easier and more efficient. This extra step saves you time and money. I am finicky about your image – and the details matter. Let's get started!

1. **What is the exact name you would like used in your logo design?**
2. **Are there any acceptable abbreviations of the above? If so, detail.**
3. **What (if any) other words would you like in your logo?**
4. **What is your mission statement, slogan or motto?
Do you want that included in the design?**
5. **What is your projected audience or demographic?**
6. **What is the nature of your business?**

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7. Who are your competitors?

8. What makes you different from your competitors?

9. What logos have you seen that you like? (URLs if possible)

10. What logos have you seen that you dislike?

11. What feel or style would you like to convey with your logo?

12. What colors do you like or expect?

13. What colors do you dislike or would like not used?

Any additional comments or requests?

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