

LOGO START WORKSHEET

Company: _____

Contact: _____

Address: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____

Web site: _____

Date: _____

Thank you for choosing a logo by K-tizo. Our goal is to produce a logo that will effectively communicate your company's message. So, please take a few minutes to fill out the following information about who you are, what you do, and the benefits you offer your clients/customers. This is a good starting point. As we progress through the process of designing a logo we will be presenting concepts and ideas and looking for your continued feedback.

COMPANY DETAILS

1. What is the name of your business, company, or organization to be incorporated into a logo?

2. What key words come to mind when describing your business and its benefits? Please list below. How would you introduce your business to a potential client/customer in one sentence?

3. Do you have or need a slogan/tagline? Please write it below.

4. Who is your target market? To what age group, gender, and clientele do you need your logo to appeal?

STYLE

5. What is your style? (e.g. corporate, professional, friendly, cartoon, modern, trendy, futuristic, retro, western, elegant, sterile, technical, artistic, bold, delicate, etc.)

6. Color preference

Colors you don't like

7. What logo type (circle one)?

- Wordmark**
A typographical treatment of the brand, business or product name.
- Lettermark**
Same as a wordmark except using an abbreviation.
- Symbol**
An icon or symbol style image that represents your product, service, or business
- Graphic**
Clear illustration of your company product, service or business. Often the name is inseparable from the image or is an actual part of the illustration.
- Don't know yet**



8. Do you have a logo design idea or concept in mind?

If you would like to provide a sketch, please do so below or on another sheet of paper.

9. How will the logo be used? (E.g. print materials, signage, web site, clothing, vehicle graphics, etc.)

10. Other

Once this worksheet is complete please e-mail to jeff@k-tizo.com.

Maximize Your Image

The mirror. It's more than a piece of bathroom décor. It provides a reflection that allows you to judge whether your physical appearance is ready to face the world for the day. Time spent preparing to look good is important to many of us. It builds self-confidence and attracts people to us. Aside from the occasional "bad hair day" we all do our best to leave a good impression on others.

Is business any different? Developing marketing materials without the proper logo or branding is like showing up for work having forgotten to spend enough time in front of the mirror. You may leave an impression, but not the one you were expecting.

1. Establish Your Branding

What impression do you want your company to leave when seen in a display ad, business card, brochure, website, or signage? What features do you want to be recognized by? Determine your company's mission and establish a logo, color scheme and design style that clearly and powerfully communicates this mission.

2. Keep it Simple

Are you familiar with the swoosh in the Nike logo? Or their slogan "Just Do It?" The Nike logo is simple, yet after years of usage on every aspect of their company, it communicates so clearly and is quickly identified.

3. Be consistent

Eliminate confusion. Have you ever walked into a crowded room full of strangers? Suddenly your eye catches a familiar face and you are instantly put at ease. When a potential customer is wading through a crowd of ads in the yellow pages or newspaper – they experience clarity and confidence upon finding a "familiar face." It's easier to call a friend than a stranger. Recognition and identification is developed through consistent use of your logo and branding.

4. Be Proud of It

Paste it everywhere – shirts, hats, mugs, marketing materials, ads, signs, vehicles, and web sites. Encourage people to become familiar with your company by giving your image lots of exposure. One look at Colonel Sanders and we tend to get hungry, because it's that "finger lickin' good" chicken! You don't have to read "KFC." The company name is almost irrelevant; Colonel Sanders' picture says it all.

You may not plan to be as big as Nike or KFC, but hold your business image in front of the mirror. Is it ready for the day?