

YOUR NEW LOGO

In order to develop a great logo for you, it will be helpful if you can tell me some specific information about your business.

Answering these questions will provide me with a picture of the way in which you intend to do business and how you hope your business will be perceived by your customers.

This information will help determine the type and style of logo that is appropriate.

(All answers will be kept in confidence.)

What is the name of your business?

Where will you be located?

What services and/or products are you offering?

What is your speciality?

Do you have certain colors you would like to have associated with your business?

Can you give examples of other logos or styles that appeal to you?

Do you have any ideas for your logo?

Do you have a tagline for your business? (This is not necessary but if you do, I can incorporate it.)

What would you say is the personality of your business?

Who is your target market? Can you describe them (age, gender, habits, likes/dislikes, etc.)

What do you want your target market to know and say about you?

Who will be your major competitors?

What are the initial objectives you want to achieve?



Please read the article on Logo Development at www.elizabethwhelanillustrator.com/resources.htm for more information about the logo creation process.