

# Word of Mouth Marketing and Business Development

## Logo Design Form

Prior to beginning your new logo design, we would like to clarify your vision for your business branding. Please complete this form and email it to [2expandyourbrand@gmail.com](mailto:2expandyourbrand@gmail.com). Thank you!

Your name:

Email:

Your business name:

Your business's start date:

Do you have a preexisting slogan? If so, what is it?

Do you have a preexisting logo? If so, **please attach previous logo.**

Describe your business/service. Please include the purpose of your business.

Who is your target audience of potential clients?

Do you have a specific logo type in mind? If so, explain your vision below. Here are four common logo types:

Logo Type:	Description:	Example:
Lettermarks/Monogram Logos	Typography based logo consisting of brand initials.	IBM, HBO, NASA
Wordmarks/Logotypes	Font-based logo focused only on the business name.	Google, Visa, Coca-Cola
Pictorial Marks/Logo Symbols	Graphic or icon-based logo. (A symbol of the brand.)	Apple, Twitter, Target
Combination Marks	Combines a lettermark/wordmark and pictorial.	Doritos, Lacoste, Burger King

Do you have preexisting colors for your brand? If so, **please attach previous colors.**

Out of these words, pick one that best describes the business brand you're aiming for:

**Energetic, Intelligent, Calming, Formal, Dependable, Elegant, Hopeful, Trustworthy, Creative**

\*If no words describe the brand you're aiming for, please write in your own.

What is your ideal budget and timeframe?