



Great design starts with great ideas.

Please take a few minutes to read and fill out this helpful information guide that we can use to give you a great logo design.

Name (exactly as it will appear on the logo)

What kind of product is the logo for?

Is it a band, a record company?

Who is your target audience?

Who should this logo appeal to?

What type of mood should your logo evoke?

Funny, Serious, Jazzy, etc.

What's the most important thing potential customers or fans should think of when looking at it?

Please provide examples of other logos you like and explain why. (links are helpful)

If there are any colors or symbols that you would like to see USED, note them here:

If there are any colors or symbols the you would like us to AVOID, note them here:

WHAT MAKES A GREAT LOGO?

★ **A great logo is memorable.**

It accurately conveys your unique identity.

★ **A great logo will be as functional as it is attractive.**

It will be effective at very small and very large sizes, on a CD case or on a T-shirt, on a business card or on a stage backdrop.

★ **A great logo should:**

- **Distinguish you** as unique from any other artist, label or business.
- **Be simple.** Make a quick and meaningful statement.
- **Use strong elements.** Using the right fonts and colors can say as much as an image.
- **Avoid distracting elements.** Unnecessary taglines, website URLs and LLC info, etc. diminish the weight of your project's message, and are best used in conjunction with a logo rather than as a part of it.

Is there anything else you'd like us to know before we start your logo design?

Thanks for your input! We look forward to delivering you a great logo design soon.

Your Name: _____

Customer or Quote #: _____