

Logo Design Check List

Is the logo for the company or a product?
What is the overall mood of the Company?
<input type="checkbox"/> Playful <input type="checkbox"/> Serious <input type="checkbox"/> Ultra-professional?
Should the logo reflect the mood of the company or is it stand-alone?
Do you envision something techy or more organic?
Any colours you have in mind?
Do you have an existing logo?
<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you want to incorporate the existing logo?
<input type="checkbox"/> Yes <input type="checkbox"/> No

What is the primary product of the company?
What are the demographics of your customers?
Who is your competition?
Where will the logo appear on the product?
<input type="checkbox"/> Letterhead <input type="checkbox"/> Television <input type="checkbox"/> Vehicles <input type="checkbox"/> Business cards <input type="checkbox"/> Website <input type="checkbox"/> Signage
Notes
What is the Purpose of the logo?
Company Details
Company Name
Contact Name
Street Address
Suburb/State/Postcode
Phone Number
ABN