



1. Company Name

What is the name of your company: _____

2. Your Logo Text

What is the exact text you want to use in your logo?
Enter "none" if you want an artwork logo only.

Do you want a slogan/tagline in your logo?

Yes No

If yes, please write tagline: _____

3. The dos and dont's in your logo?

Are there some things you know you do and don't want to see in your logo?

I NEED THIS IN MY LOGO.

for example, "must show a cross in every concept"
or "use dark blues, not light blues"

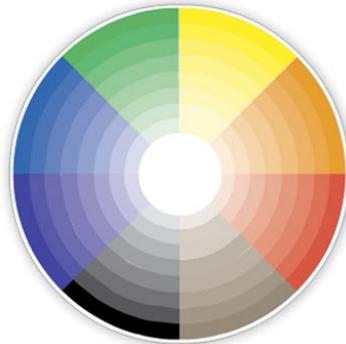
DO NOT USE THIS IN MY LOGO.

for example, "do not show a cross in every concept"

4. What Colors Best Represent Your Business?

Color plays a powerful role in how customers will perceive your logo. Our color guide will help you select a color palette for your logo.

Likes
(Choose up to 3)



Dislikes
(Choose up to 3)



5. What other logos do you like?

List 3 companies that have the logo style you're looking for?: _____

List why you like that style.: _____

6. Current logo

Do you currently have a logo. (that you are moving from)

Yes No

Do you have an existing logo or relevant artwork you wish to show us? Yes No

(if yes, please e-mail to michael@barrettcreative.com)

7. More about your company

Please tell us about your business so we can envision what products or services this logo represents.

Are there some things you know you do and don't want to see in your logo?

- | | |
|---|---|
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Product Packaging
(boxes, cd cover) |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Promotional Products |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Special Projects
(billboards, car wraps) |
| <input type="checkbox"/> Building Signage | <input type="checkbox"/> Stationary (letterhead,
business envelopes) |
| <input type="checkbox"/> Printing | <input type="checkbox"/> Yellow Page Ads |
| <input type="checkbox"/> Business Cards | |
| <input type="checkbox"/> Newspapers | |
| <input type="checkbox"/> Magazines | |
| <input type="checkbox"/> Website | |
| <input type="checkbox"/> Other: _____ | |

How many employees does your company have?

- 1
- 2-3
- 4-9
- 10-50
- 60-100
- 101+

To which industry does your company belong?

(real estate, internet, etc.)
