

## Logo Design Parameters

**What name do you want in your logo?**

**Do you have a slogan you want incorporated in your logo?**

**Describe what your organization or product does and its target audience?**

**What industry is this for? (check industry)**

<input type="checkbox"/> Accounting Financial	<input type="checkbox"/> Construction	<input type="checkbox"/> Medical Pharmaceutical
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Cosmetics Beauty	<input type="checkbox"/> Photography
<input type="checkbox"/> Animal Pet	<input type="checkbox"/> Dating	<input type="checkbox"/> Physical Fitness
<input type="checkbox"/> Architectural	<input type="checkbox"/> Education	<input type="checkbox"/> Political
<input type="checkbox"/> Art Design	<input type="checkbox"/> Entertainment The Arts	<input type="checkbox"/> Real Estate Mortgage
<input type="checkbox"/> Attorney Law	<input type="checkbox"/> Environmental	<input type="checkbox"/> Religious
<input type="checkbox"/> Automotive	<input type="checkbox"/> Fashion	<input type="checkbox"/> Restaurant
<input type="checkbox"/> Bar Nightclub	<input type="checkbox"/> Floral	<input type="checkbox"/> Retail
<input type="checkbox"/> Business Consulting	<input type="checkbox"/> Food Drink	<input type="checkbox"/> Security
<input type="checkbox"/> Childcare	<input type="checkbox"/> Games Recreational	<input type="checkbox"/> Spa Esthetics
<input type="checkbox"/> Cleaning Maintenance	<input type="checkbox"/> Home Furnishing	<input type="checkbox"/> Sport
<input type="checkbox"/> Communications	<input type="checkbox"/> Industrial	<input type="checkbox"/> Technology
<input type="checkbox"/> Community Non-Profit	<input type="checkbox"/> Internet	<input type="checkbox"/> Travel Hotel
<input type="checkbox"/> Computer	<input type="checkbox"/> Landscaping	<input type="checkbox"/> Wedding Service

## Logo Design Parameters

**Do you have any example logos you like?**

**What values should your logo communicate?** (Place Check More towards one of the two choices)

Feminine	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Masculine
Young	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mature
Luxury	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Economical
Modern	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classic
Playful	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Serious
Loud	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Quiet
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Subtle	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Obvious

**Do you have any specific colors in mind?**

### Common associations in Western culture

Red: Passion, Anger, Vigor, Love, Danger  
Yellow: Knowledge, Energy, Joy, Intellect, Youth  
Green: Fertility, Wealth, Healing, Success, Growth  
White: Purity, Healing, Perfection, Clean, Virtue  
Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool  
Black: Fear, Secrecy, Formal, Luxury  
Purple: Royalty, Wisdom, Spirituality, Imagination  
Orange: Creativity, Invigoration, Unique, Stimulation  
Gray: Balance, Sophistication, Neutrality, Uncommitted

## Logo Design Parameters

**Where will your logo be used?**

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

- Print (Business cards, letterheads, brochures etc)
- Online (Website, online advertising, banner ads etc)
- Merchandise (Mugs, T-shirts etc)
- Signs (Including shops, billboards etc)
- Television/screen

**Do you have any images, sketches or documents that might be helpful?**  
(E.g. Your current logo, photos, illustrations, content, layout ideas etc.)

**Is there anything else you would like to communicate?**