



Logo Design/Redesign Preparation

Here are a few items that you need to think about when preparing for a new logo. We will outline a list of basic requirements we use when developing a new logo.

Your logo is one of the first items people will see. As we continue to evolve in a visual culture, audiences around the world are learning what they like and don't like and associate good looks with a good site. Trends show that the more visually appealing a website/logo are, the higher rate of bookmarking/social sharing follows.



It is very important that your logo is eye-engaging. A good logo gets looked at and the goal is that your brand stays with them.

We want the audience to do one of several things. We want your logo to look so good they want to show it to other people, we want the logo to tie in well with the overall look and color scheme of your site and we want them to bookmark your site.

When someone looks at you and your competition, we want your site, your logo to be the one they remember. Being an authority sometimes starts with the visual aspect and goes from there. It at least gets your target audience to look at your site long enough to hopefully grab their attention in another way. If your logo is not eye-engaging and if it does not catch their attention, chances are you may lose them based on their sole opinion of what they don't like to see. Studies show, people generally migrate first to what they like visually before they look at your content.

Here are a few items to think about when setting up the requirements for your logo:

Homework:

Before we get started, grab a separate sheet of paper to take down all of your answers to the following questions. Your questions are what we will need to get started.

1. What other logos can designers draw inspiration from? The first thing you need to do is find 5 logos that you really like. They do not have to have anything to do with your current field of services. They can be completely random logos. We want you to list 5 logos that grab your eye; take note of the link and what you like about them and what you don't like about them.
2. Briefly describe what you do and your target audience.
3. What is your industry?
4. If you have an existing logo, please attach to your response.
5. What ideas do you have for the style/theme of your logo design?

6. What colors are you thinking about?
7. List any colors or other elements that you don't want included.
8. Is there some type of historic theme that can be incorporated into your logo, i.e. something from your local city, state?
Can you combine elements of something regional or global into your logo that will have meaning?
9. What is the feeling you want to portray when someone looks at your logo?
10. What are the thoughts you want someone to think when looking at your logo?
11. If your logo could talk, what three words would your logo say to someone?
12. Do you have any images, sketches or documents that might be helpful?
13. Do you want matching social icons developed i.e. Facebook, Twitter, Google+ and Linked etc?
14. Is there anything else you would like to communicate to the designers?



More Logo Specific Questions

- What name do you want in your logo?
- Do you have a slogan you want incorporated into your logo?
- Do you need more than a logo? Such as letterhead, business cards, envelopes, Facebook cover?

In your response, choose between the following styles or you can email this document back with them circled; whatever is easiest for you.

- Classic vs Modern
- Mature vs Youthful
- Feminine vs Masculine
- Playful vs Sophisticated
- Economical vs Luxurious
- Geometric vs Organic
- Abstract vs Literal



Getting the right logo can be a process of elimination. Look at what your competition is doing, that is always a good start. Look at other non-related logos that you can find and tell us what you like and don't like. If we can eliminate what you don't like, chances are we will produce for you what you do like.

After all, it's your logo. Let us design your dream logo for you. You will not be disappointed.