



Logo Design

The more thoughtfully you answer the following questions, the more we can tailor your logo design to your goals. If we're also creating a new web site design for you, it's best to create your logo & branding first to set the tone.

1. Organization Name

Please write out the logo name exactly as you'd like for it to appear in the design (e.g., Crate Media, LLC; Crate Media; or just Crate)

2. Slogan

Do you have a short tag line you will sometimes use, when appropriate, with your logo? Of course your logo will need to work with and without a tagline.

3. Symbols

Are there images or symbols you associate with your product or company? (e.g. lion, ship, mountain, tree)?

4. Reference Logos

Please list any well-known logos that you particularly like. What do you like about them and what aspects, if any, would you like to emulate?

5. Adjectives

Which adjectives describe what you hope to communicate with your logo. (e.g. strong, exciting, warm, welcoming, inventive, humorous, modern, serene, athletic, etc.) We've included helpful logo examples at the end of the questionnaire.

7. Colors

What are your color preferences?

8. Style

What sort of style do you envision? (e.g. modern and clean, old world, cutting edge, vintage, sporty, futuristic, etc.)

9. Trends

Do you want the logo to feel more traditional and well-established or more modern and aware of current trends?

Examples

Here are examples to help illustrate style terms. Many logos fall into more than one category. Remember that a logo can't tell the whole story of a brand but rather sets a tone. The Nike swoosh wasn't a symbol for sports clothing until Nike made it one. Feel free to use any symbol that excites you.

Corporate



Typographic



Seals



Old World



Modern



Illustration-Based

These are more unique and artistic than any other type of logo. They tend to be more time-intensive and require more budget.

