

planning your logo

Your logo is the foundation of your company's identity so it's one of the most important business decisions you will make. This workbook has been created to allow you and Locke Design Omnimedia to work well together to create a mark that perfectly fits you.

You as the client share in the responsibility for helping us create designs that fit your needs. Please take a moment to consider the questions in this workbook and fill out your answers.



LOCKE DESIGN
LOGO WORKBOOK

“I’ve never thought about that!”

This is a common response when we ask clients to think about how their business should be perceived visually. The first impression of your company is usually through an ad, business card or website so a customer’s first impressions are usually visual.

How do you want your company to be seen? Certainly you want to be professional but do you want to look traditional, modern, whimsical, organic etc. Now is the time to start thinking before your consultation with Locke Design.

My company’s style is?

I want my company to look...

Look at others in your industry, how do they look?

What are others in your field doing with their image that works well?

What doesn’t work well in your industry?

What are symbols that represent what you do?

What do others in your field use as symbols?



Who is your target market?

Your identity needs to match your client's taste not just yours. If you are selling purses, beer or medical technology then think about the end users. Who are they? What would draw them to your product? What do they expect from your product?

Is your product high-end or should it be marketed to the masses?

Do mainly men or women use your product or service?

What age groups use your products or services?

What is the educational and social level of your target market?



What should my brand be?

How do your competitors and others in your industry present themselves visually?
You want to look different than what others have done but you can also use elements in your identity that have been done well. Take a moment to view websites in your industry. What do their logos look like? What colors do they use? Are the identities of others modern or traditional in feel?

Do you want a traditional, modern or transitional look for your company?
This description does not define your corporate culture, but identifies the way you want your companies design to look.



How should your identity look?

Please circle all adjectives that apply to your new company identity. Circle several you see as most like your new identity or write in adjectives you don't see here.



What colors do I want for my company?



Colors can create a mood and are one of the most powerful elements of any company's brand. Colors are used to identify sports teams, national identities, and businesses.

What are your favorite colors?

What are colors you dislike?

What colors represent your company's unique feel?

