



## Great design starts with great ideas.

Please take a few minutes to read and fill out this helpful information guide that we can use to give you a great logo design.

**Name** (exactly as it will appear on the logo)

**What kind of product is the logo for?**

Is it a band, a record company?

**Who is your target audience?**

Who should this logo appeal to?

**What type of mood should your logo evoke?**

Funny, Serious, Jazzy, etc.

**What's the most important thing potential customers or fans should think of when looking at it?**

**Please provide examples of other logos you like and explain why.** (links are helpful)

**If there are any colors or symbols that you would like to see USED, note them here:**

**If there are any colors or symbols that you would like us to AVOID, note them here:**

### WHAT MAKES A GREAT LOGO?

★ **A great logo is memorable.**

It accurately conveys your unique identity.

★ **A great logo will be as functional as it is attractive.**

It will be effective at very small and very large sizes, on a CD case or on a T-shirt, on a business card or on a stage backdrop.

★ **A great logo should:**

- **Distinguish you** as unique from any other artist, label or business.
- **Be simple.** Make a quick and meaningful statement.
- **Use strong elements.** Using the right fonts and colors can say as much as an image.
- **Avoid distracting elements.** Unnecessary taglines, website URLs and LLC info, etc. diminish the weight of your project's message, and are best used in conjunction with a logo rather than as a part of it.

**Is there anything else you'd like us to know before we start your logo design?**

**Thanks for your input! We look forward to delivering you a great logo design soon.**

Your Name: \_\_\_\_\_

Customer or Quote #: \_\_\_\_\_