

Logo Design Checklist

1. Exact company name to be used in the logo
2. Is there a tag line for the business to include in the logo?
3. What is there something about your company that people will think is awesome?
4. Is the logo for the company or a product?
5. What is the overall mood of the company?
 - Playful?
 - Serious?
 - Ultra-professional?
 - Other?
6. Do you envision something techy and shiny or more hand drawn?
7. Any colours you have in mind?
8. What is the primary product or service of the company?
9. Is there anything in particular you think would appeal to your clients?
10. Give an example of a couple of your competitors?
11. Have you got any sketches or ideas that you have come up with you like?
12. Have you seen any other logos or branding that you like the look of?