



Louder Than Words Design

# BRAND IDENTITY WORKSHEET

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Your Brand's Unique Thumbprint

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Below you will find a questionnaire which is the first stage of logo development at Louder Than Words Design, LLC. It is meant to help gather information for your quote and for furthering the design and development process.

To fill in this document, you will need Adobe Acrobat 5 or upwards. Get the latest version of this product here: <http://get.adobe.com/reader/>

# THE BASICS

By answering these questions, you will help me craft an estimate that meets your needs. I've got questions and you've got answers. So, lets get started...

**Business Name:**

**Address or URL/Website:**

**Describe what services/products your company offers.**

**Describe the typical client that uses your services or describe your target audience.**

**What kind of logo project will this be?**

- Need re-design of our logo
- Don't have a logo

# THE DESIGN

If this is a logo re-design, how important is it to maintain your current look and feel, logo, and branding?

**Describe the look and feelings you would like your logo to express about your company.**

*(Check all that apply)*

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Strict, corporate        | <input type="checkbox"/> Colorful, energetic | <input type="checkbox"/> Modern, sleek        |
| <input type="checkbox"/> Unconventional, informal | <input type="checkbox"/> Calm, Peaceful      | <input type="checkbox"/> Fun, playful         |
| <input type="checkbox"/> Sophisticated, scholarly | <input type="checkbox"/> Detailed, elaborate | <input type="checkbox"/> Vintage, retro       |
| <input type="checkbox"/> Cutting-edge, futuristic | <input type="checkbox"/> Simple, minimalist  | <input type="checkbox"/> Trendy, fashionable  |
| <input type="checkbox"/> Natural, organic, earthy | <input type="checkbox"/> Bold, strong        | <input type="checkbox"/> Inspiring, emotional |
| <input type="checkbox"/> Friendly, sociable       | <input type="checkbox"/> Rural, rustic       | <input type="checkbox"/> Prestigious, elegant |

Other

**Do you have a particular color palette you have in mind for the logo?**

**Would you like a symbol or logotype?**

- Symbol: *more abstract illustration of your company with a typeset alongside (e.g. Ferrari, HP, McDonald's, Nike)*
- Logotype: *incorporates your company name into the logo itself (e.g. Ford, IBM, Google)*
- No Preference

**Are there any examples of logos that you like or dislike?**

*(Provide web url if necessary.)*

**Will you be needing a brand identity package along with your logo?**

*(Business Cards / Envelope / Stationary)*

Yes

No

**Is there a specific end date the project is to be completed by?**

*(e.g. tradeshow, product launch, end of year budget)*

# ADDITIONS

Every project is unique. Here is your chance to add any extra information or additional comments you think will be helpful.

# PRESTO!

## YOU'RE ALL DONE.

Thank you for your time on this. Please save this document and email the completed worksheet back to [heather@louderthanwordsdesign.com](mailto:heather@louderthanwordsdesign.com). From there, I will review your information and send you an estimate on your identity project!

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*If you have any questions, please do not hesitate to contact me.  
[heather@louderthanwordsdesign.com](mailto:heather@louderthanwordsdesign.com)  
(352) 223.2133*

*If you have any additional materials to send,  
please attach these to your email.*