

Pixelita Designs

One out of many, but one that matters...

www.pixelita.com | 713.703.2553 | contact@pixelita.com

LOGO DESIGN WORKSHEET

A logo design is a graphic representation of your corporate identity. Too often, not enough consideration is given to this most important part of your overall corporate persona. A logo is usually comprised of a symbol, illustration, and/or typography (sometimes called a "logotype"). Your logo design should be simple, not too complex. One reason your logo design should be simple is that people process an image in their mind more readily than words alone. Another reason is that your logo might appear on different types of marketing and advertising materials, such as billboards, pens and pencils, mugs, coasters, mousemats, stationery, and the like. Therefore, it has to be scalable and look good at very small and very large renderings.

Contact Information:

Business Name _____

Name _____

Address _____

Phone _____

Mobile _____

Fax _____

Email _____

Web Address (URL) _____

About Your Corporate Identity

Take time to really think about what you are trying to convey with your logo.

1. To help determine your preferences for a logo design, think how you plan to use it. (Check all that apply.)

Printed materials (business cards, stationery, etc.)

Web Site

Promotional items (magnets, tote bags, presentation folders and brochures)

Embroidery (on office uniforms)

Window clings, outdoors signs, magnetic vehicle signs

2. Do you have a current logo? If yes, please include it, explain what you do or don't like about it and why you are changing it.

3. Please list any contact data and/or by line that you want to appear on the logo.

4. Describe what type of business you have. What specialty services do you provide? Do you have special education or skills that set you apart? Include anything that differentiates you from other similar businesses or your direct competitors.

5. What is the overall mood you would like your logo to project? (Examples: Playful, Serious, Ultra professional)

6. What is the image you want your logo to project? (Check all that apply.)

Clean/simple

Serious

Cutting Edge

Upscale

Modern

Traditional

Professional

Fun

Relaxing

Additional Information

1. What is the time frame or deadline by which you would like to have your logo completed?

2. What is your budget for logo design and development? (This does NOT include costs associated with developing the logo on promotional or other materials. This is just the budget you have allotted to have a graphic artist prepare and execute a logo in the standard high-resolution formats in both color and black and white).

Up to \$500

\$501-2500

\$2501-\$5000

Over \$5000

Not sure.

That's it, you're done! Just email or fax this form back to Pixelita Designs at sales@pixelita.com or 877.868.5002 and we'll get back to you about your project. Thanks for choosing Pixelita Designs for your graphic arts and web design needs.