

# LOGO & BRANDING WORKSHEET

This worksheet is designed to help you better understand your business or organization's design needs. It is best printed out and completed by hand. Complete this & the Design Inspiration worksheet to qualify for a discount on your services from [autumnthing.com](http://autumnthing.com)

BUSINESS NAME

- I'LL KEEP THIS NAME
- I WANT TO UPDATE IT
- I NEED TO CREATE ONE

SLOGAN / MOTTO

- I'LL KEEP THIS SLOGAN
- I WANT TO UPDATE IT
- I NEED TO CREATE ONE

TIMESTAMP

EXISTING LOGO

- I WANT TO UPDATE IT
- I NEED TO CREATE ONE
- I NEED HELP WITH HOW TO USE MY LOGO (BRANDING)

## MY BUSINESS DESCRIPTION

### MY BUSINESS IS:

- FOR PROFIT
- NOT-FOR-PROFIT

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- AN INDIVIDUAL (ONLY 1 WORKER)
- SMALL (2-20 WORKERS)
- MEDIUM (21-50 WORKERS)
- LARGE (51 + WORKERS)

### LOGO IS/WILL BE USED ON:

- BUSINESS CARDS
- PRINTED MEDIA / DOCUMENTS
- WEBSITES / EMAIL
- SOCIAL MEDIA
- PACKAGING
- MERCHANDISE
- UNIFORMS / IDs
- SIGNS / BUILDINGS
- OTHER: \_\_\_\_\_

## MY PEERS & COMPETITORS

	LOGO	NOTES
1 _____ LOCATION _____ HTTP:// _____		
2 _____ LOCATION _____ HTTP:// _____		
3 _____ LOCATION _____ HTTP:// _____		

For legal reasons, you should not copy or too-closely mimic another business' logo, nor would you want to. Yours should be unique and easy to distinguish. You can, however, learn from what works or doesn't work for businesses like yours. Identify & study at least three examples, even if the comparisons to your business are approximate.

MY DESIGN BUDGET

- I HAVE A ONE-TIME PROJECT BUDGET OF \$ \_\_\_\_\_
- I HAVE A MONTHLY DESIGN BUDGET OF \$ \_\_\_\_\_/MO

MY DESIGN TIMELINE

- I NEED THIS WITHIN ONE MONTH
- I NEED THIS WITHIN SIX MONTHS
- I NEED THIS WITHIN A YEAR