

# 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

<p><b>1</b> _____</p> <p>LOCATION _____</p> <p>HTTP:// _____</p>	<p>LOGO</p> <div style="border: 1px solid black; width: 100%; height: 100%;"></div>	<p>NOTES</p> <div style="border: 1px solid black; width: 100%; height: 100%;"></div>
<p><b>2</b> _____</p> <p>LOCATION _____</p> <p>HTTP:// _____</p>	<div style="border: 1px solid black; width: 100%; height: 100%;"></div>	<div style="border: 1px solid black; width: 100%; height: 100%;"></div>
<p><b>3</b> _____</p> <p>LOCATION _____</p> <p>HTTP:// _____</p>	<div style="border: 1px solid black; width: 100%; height: 100%;"></div>	<div style="border: 1px solid black; width: 100%; height: 100%;"></div>

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

# DESIGN INSPIRATION 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 writing, drawing, & pasting by hand. Complete this & the Logo & Branding worksheet to qualify for a discount on your services from autumnthings.com*

## IMAGES THAT DESCRIBE OR INSPIRE MY BUSINESS

*(TIP: You can also paste or write in URLs of images or webpages.)*

TIMESTAMP

BUSINESS NAME

SLOGAN / MOTTO

EXISTING LOGO

## EXISTING OR INSPIRING PACKAGING, PRODUCTS, OR MEDIA (PRINTED OR ONLINE)

## LOGOS OR IMAGES FROM MY BUSINESS'S HISTORY

## KEYWORDS THAT DESCRIBE MY BUSINESS

## COLORS THAT MATCH OR INSPIRE MY BUSINESS


## SKETCHED/WRITTEN NOTES & IDEAS THAT I WANT MY DESIGNER TO CONSIDER

## FONTS/LETTERING THAT MATCH OR INSPIRE MY BUSINESS