



Logo design checklist

What is the exact wording for the logo?

E.g. TM, Ltd, Limited, .com

Any preference of UPPER or lower casing?

Do they have a strapline?

Try to avoid cliché words (professional, services).

Should explain what they offer. Focus on USP's for inspiration

Main uses for the logo?

Stationary, website, brochures, vans, pens etc

Consider any existing branding

Especially important if you are doing a logo refresh - look at supporting brand materials

Preferred colour palette

There maybe reasons for a colour choice e.g. company has blue vans, uniforms etc.

Target audience:

Age range _____

Industry _____

Sex _____

Job Role / Position _____

Lifestyle _____

Business / Consumer _____

Services offered (about the business):

USP's/Benefits _____

Ethos _____

Description of services _____

How would they like to be perceived? _____

Competitors _____

What design style does the client like

Look at any promotional material or websites which the client likes.
