

## Identity/Branding Checklist

Thank you for considering designFORMARE for your Identity and Branding needs! The following checklist helps us to get you an accurate estimate and also provides the necessary direction we'll need in order to deliver a result you'll love!

1. What are the **main words** that comprise the logo?
2. Do you have a **tag line**? If so, would you like it stated with the logo?
3. Describe what you are **envisioning**. Consider overall shape (oval, circle, square, non-confined, etc). Consider weight (heavy, light, bold, bright). Consider overall feel (corporate, high-tech, artsy, fun, etc)
4. What are your **preferred** colors? What colors do you **dislike**?
5. **Describe** items you would like to see as part of this logo (tree, leaves, house, etc)
6. Are you looking for something **symbolic** or more **graphic**? Should the design be tight and to the point or stylized and artsy?
7. If you can **provide examples** of logos that have a similar feel to what you would like to see, please provide URLs to them online. I do not copy other logos, but seeing something similar in style can be helpful.
8. **Additional Comments**. If you want to include any other information that could be helpful in the design process of your logo, please feel free to include it!