



# Logo Design Worksheet

This worksheet is designed to help communicate logo requests with B&A Creations, and will be used as a guide in creating the corporate identity. It is important to provide all of the following information in order for us to achieve the clearest understanding of the Client's desires.

## Company Information

Company Name: \_\_\_\_\_

Current Website (if any): \_\_\_\_\_

Type of Business: \_\_\_\_\_

Description of Services: \_\_\_\_\_

Target Audience: \_\_\_\_\_

## Logo Appearance

Type of Style (ex: elegant, bold, fun, etc.): \_\_\_\_\_

Color Preference (if any): \_\_\_\_\_

Logo Treatment (Iconic, Illustrative, Text Based): \_\_\_\_\_

Tagline to be used (if applicable): \_\_\_\_\_

## Additional Information

Describe some ideas you might have in mind for your logo design, or features that you DO NOT wish integrated into your logo:

\_\_\_\_\_  
\_\_\_\_\_

Themes or buzzwords that you would like portrayed in your logo:

\_\_\_\_\_  
\_\_\_\_\_

List any companies/websites that have logos similar to what you are looking for:

\_\_\_\_\_  
\_\_\_\_\_

Please provide any other specific information that would be helpful in designing your logo:

\_\_\_\_\_  
\_\_\_\_\_

## Projected Deadline

Ideal date for project completion: \_\_\_\_\_