

# LOGO DESIGN BRIEF

What is your business name?

-----

In a sentence or two, describe what your business does.

-----

-----

Select the type of logos you want (Select multiple types if you want different options explored)



**Word mark**

Your company name in a stylised type/font becomes the logo.



**Pictorial mark**

An image or shape that is easily recognizable is used to represent your business.



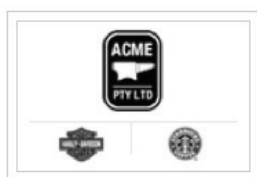
**Abstract mark**

An abstract shape or symbol is used to convey the values of your business.



**Letter form**

Letters/initials from your business name are used to create a logo.



**Emblem**

Business name enveloped by a pictorial element or shape.



**Character**

A character or mascot to represent your business.



**Web 2.0**

Representing trends from the internet including gradients, rounded corner etc.

Extra Notes:

-----

What should your logo communicate?

(shade the boxes to the left or right)

Feminine  Masculine

Young  Mature

Luxury  Economical

Modern  Classic

Playful  Serious

Loud  Quiet

Simple  Complex

Subtle  Obvious

Do you have any colors in mind?

- Red: Passion, Anger, Vigor, Love, Danger
- Yellow: Knowledge, Energy, Joy, Intellect, Youth
- Green: Fertility, Wealth, Healing, Success, Growth
- White: Purity, Healing, Perfection, Clean, Virtue
- Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool
- Black: Fear, Secrecy, Formal, Luxury
- Purple: Royalty, Wisdom, Spirituality, Imagination
- Orange: Creativity, Invigoration, Unique, Stimulation
- Gray: Balance, Sophistication, Neutrality, Uncommitted