

Design Style Guide Worksheet

Create Your Impact | www.createyourimpact.com

Please email completed worksheets to Orders@CreateYourImpact.com

Your Name:

Company:

Office Address:

Your Areas Covered:

Please describe your company/corporation and your products/services:

Who are your targeted customers?

Cell:

Direct Phone:

Fax:

Office Phone:

Office Fax:

Email:

Website:

Hosting Company:

Domain Registrar:

Other contact related information:

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DESIGN:

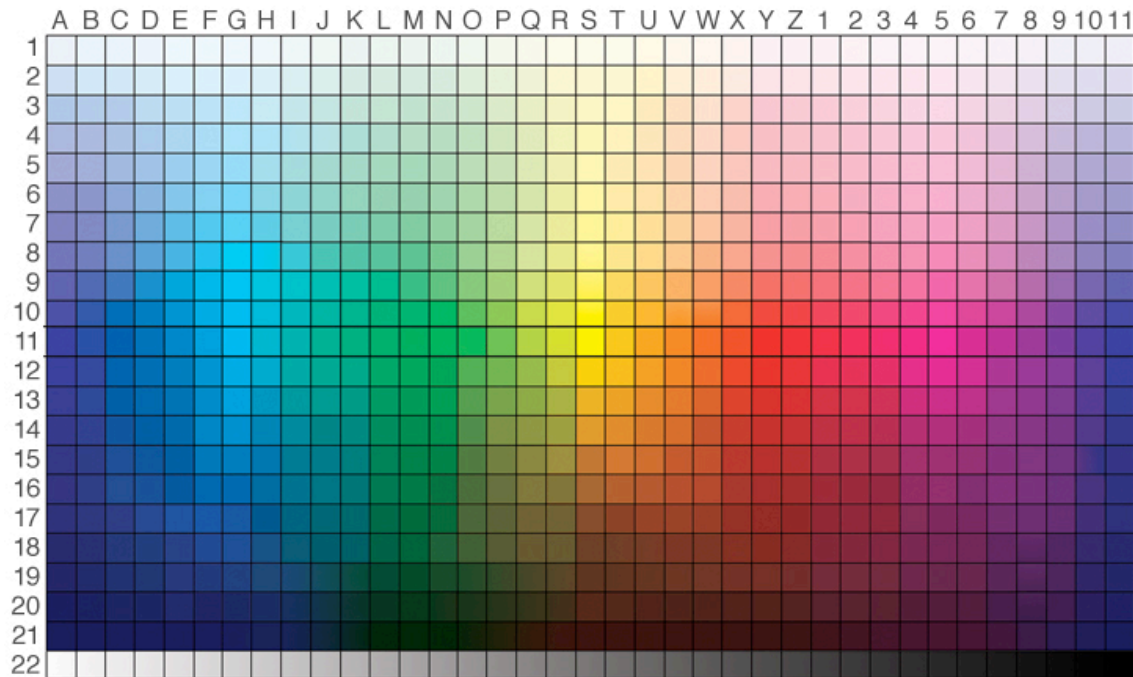
The two answers you provide below will give our design team a starting point for the look and feel of your new branding.

1. Please select from the following characteristics that best describe the image you would most like to project:

Progressive, Bold, Corporate, Friendly, High-Tech, Trendy, Expensive, Fun, Traditional, Reserved, Family/Small Business, Exclusive, Daring, Stable, Inexpensive, Serious

Other(s):

2: Please choose the colors that you are the most attracted to:



List coordinating colors (for example, L-11, 8-22 etc.):

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LOGO DESIGN:

Please answer the following questions if you are interested in having us design a logo for you.

1. Would you like to include a tagline with your logo? If so, please enter your tagline here exactly as you wish it to appear in your logo.

2. Would you like a symbol or a logotype?

Symbol -- this is a more abstract illustration with your company name typeset alongside

Logotype -- this incorporates your company name into the logo itself

3. Please take a moment to look at our logo portfolio at createyourimpact.com to find any existing logo that might have the feel/look that you desire (be it color, font, style, look, size, shape, etc), or list the websites where some examples can be seen.

4. Is there any imagery that you DEFINITELY want to see in your logo? Any that you do NOT want?

5. Starting with the most important application, where will you use your logo? (i.e. Business cards, promotional products, building signage, work trucks, website)