

The first step to your new logo and signage

A successful logo or sign design begins with the designer having a solid understanding of your business, your market and your goals. Let's take a few minutes to identify those so that you get an effective, appealing design that works for your business.

What's the full name of your business?

Do you have a company tagline or motto?

Tell me the nature of your business or services:

Who is your primary customer—male/female, young/old, individual/corporate, etc.?

Is there anything in particular that you don't like about your current business image?

List some adjectives that describe the image you want your logo to convey—traditional, trendy, retro, established, playful, elegant?

What are the key applications for your logo—signage, stationery, web, vehicle graphics, etc.?

Do you have any color preferences or colors you don't care for?

Is there a logo from another company that you especially like?

Is there a logo from another company that you especially dislike?

Are there symbols or icons that you would like to incorporate into your design?

Are there symbols or icons that you would not want used in your design?

Feel free to jot down any comments you feel will help us as we develop your design:

Save and email to frank@hugeprints.com