



# Change is good.

Branding your company in this economy can make a profound statement. While other businesses are holding back, you've made a choice to not being left behind. I'm going to help you come out swinging and build longevity in your brand.

Please fill out the form on the next two pages with as much detail and accuracy as possible. The more information you provide, the stronger the brand.

**So let's begin!**

1. What is the name of your business?

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2. Please state the exact wording that should appear in the logo.  
*(ie. your business name: Blue Sky Inc., Tea & Company, etc.)*

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3. What type of product or service does your business offer?

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4. Size of company? How many years in business?

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5. What is your tagline or slogan?

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6. Would you like your tagline included in this logo?

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7. Who is your target audience?

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8. List the top five competitors in your industry.  
*(ie. company name and website links)*

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9. What makes your company unique?

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10. What are the vision and goals for your company?  
*(ie. where would you like to be in five to ten years?)*

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11. Are there any colors you'd like to see incorporated into your new logo? Any colors you'd prefer not to see used?

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12. Do have a type of symbolism in mind for this logo? If so, what kind of symbols do you prefer? (ie. minimal, illustrative, abstract, clean, etc.)

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13. Anything else you'd like to share about your company?

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14. Tell me a little about yourself (ie. hobbies, nicknames, likes, dislikes ... don't be shy.)

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## That's it.

Phew! If you make it this far, you're definitely serious about building a brand that's going to obliterate the competition. Now that you've filled out this form, I'll need a copy for review and move forward with your new logo.

Send an email with the saved form as an attachment to:

**[chuck@illusiodesign.com](mailto:chuck@illusiodesign.com)**

Your name: 

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Email address: 

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Phone number: 

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