



Logo: A combination of a Name, a Symbol, and a short Tag Line. The visual 'anchor' that holds the ship steady.  
Fill in areas of importance, based on knowledge and scope of project (skip sections not needed).

## ESTABLISH YOUR MISSION

Identify the Target (choose one)

- Product       Service       Cause

Determine how and where your logo will be used

- Yellow Pages     Newspapers     Magazines  
 Packaging         Signage         Clothing

Appoint the decision makers & establish a budget

We bill in 15 min. increments, \$60/hr, typical schedules are:

- 1 hour for research
- 2 hours to create a name
- 1 hour to write a defining phrase
- 4 hours to design a logo
- 1 hour to layout a business card
- 1/2 hour to layout a letterhead
- 1/4 hour to layout an envelope
- 10 working days for printing

## DO YOUR RESEARCH

Pinpoint your Competition (local, regional, national)

- Assemble your competitors' materials (brochures, catalogs, web site info)  
 Collect effective examples (concepts, designs, colors)

## CREATE A NAME

- Make a brainstorming list  
 Wait 24 hours, revisit your list  
 Choose names & create rationales  
 Check for language conflicts  
 Do a trademark check  
 Choose a name & test the market  
 Legally secure your name

## WRITE A DEFINING PHRASE

- Define your market  
 Translate features (me) to benefits (you)  
 Identify the hook  
 Condense it to five to fifteen words  
 Test your defining phrase w/customers

## CHOOSE A STYLE

- Study the research  
 Reexamine how your organization presents itself  
 Build on a positive message  
 Choose a style that fits

## LOGO DESIGN CHECKLIST

- 1- Collect the visual puzzle pieces
- 2- Literal items (objects)
- 3- Symbols, Metaphors
- 4- Required elements
- 5- Merge images into unique ideas
- 6- Wait 24 hours, revisit your ideas
- 7- Produce preliminary art using one technique
- 8- Add the organizations name
- 9- Test the effectiveness of the design
- 10- Choose & finalize the design
- 11- Create usage guidelines
- 12- Choose a Technique
  - Custom logos       Clip art logos       All-Type logos
  - Photo logos         Symbol logos
  - Silhouette, Engraving, other logos

## TYPE/DESIGN SAMPLES

### **BRASH TYPEFACE**

Bazooka

### Airy Typeface

Century Gothic

### **Trendy Typeface**

Serif Gothic Bold

### **Graceful Typeface**

Flatbrush Bold

### **Solid Typeface**

Franklin Gothic Black

### *Elegant Typeface*

Journal Script

### **Dynamic Typeface**

Typer Heavy

### **Whimsical Typeface**

Frosty

### **Trendy Typeface**

Techno

### TRADITIONAL TYPE

Charlemagne

### **Strong Typeface**

Impact

**THE Example  
Museum  
of Newton**

*the  
Example  
River  
INN*

Example  
**SPA**  
& Fitness Center

