



866-930-5150 Office
866-929-2018 FAX
www.TwinWaterDesign.com
info@TwinWaterDesign.com

COMBO LOGO – COMBINATION OF ICON AND BUSINESS NAME

This is a very popular design style with a wide variety of businesses. The company name is stylized in a font complimentary to the icon element and branding goals.





866-930-5150 Office
866-929-2018 FAX
www.TwinWaterDesign.com
info@TwinWaterDesign.com

ICON WITHIN LOGO

This is a very popular design style with a wide variety of businesses. The company name is stylized with the graphical icon designed as an element within the company name.





866-930-5150 Office
866-929-2018 FAX
www.TwinWaterDesign.com
info@TwinWaterDesign.com

FONT LOGO

This logo style is popular with professions such as attorneys, accountants, and consulting companies. The logo is font based stylized to achieve a look that is complementary to the company's branding goals.



ILLUSTRATIVE LOGO

This logo design style typically involves more complex design elements and may include the integration of photos, special affects, illustrations, and/or multiple colors. This design style is more expensive to design and print.





866-930-5150 Office
866-929-2018 FAX
www.TwinWaterDesign.com
info@TwinWaterDesign.com

LOGO DESIGN QUESTIONS

PROJECT SUMMARY

Please describe your area of business and provide a general project description including goals, and relevant background information.

AUDIENCE PROFILE

Who are your target audiences? What they care about when it comes to considering your company to provide products and/or services?

PERCEPTION/TONE/GUIDELINES

How you want your target audience to respond to your new logo or corporate identity? What type of perception should the logo project?

COMMUNICATION STRATEGY

How you intend to reach your targeted audience, and what the overall message is you want your new identity to communicate to them.

COMPETITIVE POSITIONING

What it is that makes you stand out from your competition?

TARGETED MESSAGE

Provide a single-minded word or phrase that will appropriately describe your ideal logo.

LOGO NAME

Please provide the exact name you would like to be used in your logo.

COLORS

Please provide the colors to be used in your logo.

What colors should NOT be included in your logo?



866-930-5150 Office
866-929-2018 FAX
www.TwinWaterDesign.com
info@TwinWaterDesign.com

YOUR IDEAS

Describe the ideas you have in mind for your logo. Considering the logo design styles described in this document, which styles would you like included in your design concepts?

COMPETITORS

Describe your competitor's logo styles and comment on your impression of the success of their logo implementation.

ADDITIONAL INFORMATION

Please provide any additional information you'd like us to consider when designing your logo.