

Form

function <brittpermiendesign>

The steps of the design

After the brief has been filled out, the designer will come up with three concepts and relay them back to the contact person.

At that point there will be an elimination of two designs and input of how the remaining design can be further refined to best achieve the final product.

The designer will implement the feedback within the guidelines of commonly accepted design principles.

- 1 FINAL text used for the logo:
- 2 Describe the organization's culture/personality as you see it
(this applies to the design, i.e. serious, business like, creative, likes to have fun, etc.). (Max. 200 characters)
- 3 How would you describe the effect you are looking for: (Check all that apply)
 Cutting-Edge Unique/Creative Clean/Simple Sophisticated Industry Oriented
 Corporate Modern Outdoors/Natural Traditional Neighbourhood High Tech
 Retro Fun Serious Playful/Cartoonish Masculine Feminine Youthful
- 4 Would you prefer a symbol or a text-based logo?
A symbol is an abstract design with your organisation's name typeset alongside.
(example: the Nike Swoosh, McDonald's Arches, United Nations).
A text-based logo incorporates your company name into the logo itself.
(example: IBM, Microsoft, Coca Cola).
- 5 Do you have a preferred layout?
 Text on the left Text on the right Text above symbol Text below symbol None

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- 6 How many colours do you prefer in your logo?
(I recommend no more than 3 colours in one logo, 2 are standard.)
 2 (Traditional choice) 3 or more (Less common) Not sure, you decide
- 7 Please state any preferences of colour combinations you want the designer to use.
What do your preferred colours symbolise to you?
- 8 Please state colours you do NOT want to use in your logo.
- 9 Preferred font style
 Serif Sans Serif Script **Block** *Creative* No Preference
- 10 Are there any graphic elements you definitely want to use/emphasise in your logo?
(For example: Some Real Estate companies want a roof, or a house or a key included to signal their distinct trade)
- 11 Which elements do you want to AVOID using in your logo?
- 12 Do you have any additional concepts or ideas that you would like to see implemented?
Please feel free to elaborate on them here: