

Logo Planning Worksheet

This worksheet is designed to enhance communication between T&S Web Design and our clients. It provides a written record of our mutually agreed upon plan for the logo.

Organization Name _____

Date _____

1. Concept

What idea, image or concept would you like your logo to convey?

2. Logo Choice

Logos can consist of text, pictures or both. Indicate your preference here.

_____ Full Graphic _____ Text

3. Full Graphic Logo (if applicable)

We can incorporate specific objects or pictures into your logo. If you have a specific request, let us know here.

Will you send us a picture, or if we should come up with the specific illustration for you?

_____ I will send _____ T&S can come up with it

4. Color Preferences

Please indicate any specific colors you would like used in your logo.

5. Logo Style Preference

List any logos you like, as well as what you like about them.

Company _____

What you like _____

Company _____

What you like _____

Company _____

What you like _____

Company _____

What you like _____

6. Logo Usage

The design of the logo will vary with the specific application. Please indicate below any of the following on which your logo will be displayed.

_____ Website _____ Vehicles _____ Signage

_____ Printed material (Business cards, letterhead, envelopes, etc.)

_____ Clothing (Hats, t-shirts, polo shirts, etc.)

_____ Other _____

7. Other Information

Include any additional information here. Attach additional sheets of paper if this is not enough room, and indicate here that they are attached.

On behalf of my organization I approve this plan which I have developed with T&S Web Design to design a logo. If an agreement is signed in addition to this worksheet, T&S Web Design is authorized to use this worksheet as the basis of that project.

Client Signature _____

Printed Name _____

Date _____