



## 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 \_\_\_\_\_

### 1. Concept

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

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### 2. Design Package

Please select your design package. All packages include up to three batches of revisions.

\_\_\_\_\_ **One custom designed logo**

\_\_\_\_\_ **Four custom designs** to choose from, only one of which can be used

\_\_\_\_\_ \_\_\_\_\_ **custom designs** to choose from, only one of which can be used

### 3. Logo Type

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

\_\_\_\_\_ Text      \_\_\_\_\_ Picture      \_\_\_\_\_ Both

### 4. Text

Please complete this section only if your logo will incorporate text.

Text to use \_\_\_\_\_

Please indicate any style preference you have.

\_\_\_\_\_ Cursive      \_\_\_\_\_ Bold      \_\_\_\_\_ All caps

\_\_\_\_\_ All lower      \_\_\_\_\_ Fun      \_\_\_\_\_ Corporate

\_\_\_\_\_ Other \_\_\_\_\_

### 5. Picture

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

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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

### 6. Logo Style Preference

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

Logo \_\_\_\_\_

What you like \_\_\_\_\_

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Logo \_\_\_\_\_

What you like \_\_\_\_\_

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Logo \_\_\_\_\_

What you like \_\_\_\_\_

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Logo \_\_\_\_\_

What you like \_\_\_\_\_

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How would you like to send these sample logos to us?

Attached to this document on paper

Email the images or links

Other \_\_\_\_\_

### 7. Color Preferences

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

\_\_\_\_\_  
\_\_\_\_\_

### 8. 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 \_\_\_\_\_

### 9. 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 a contract 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 \_\_\_\_\_