

LOGO DESIGN

Describe what you want ?

To produce the perfect design, our designers need to know exactly what you're looking for. Be as specific as you can to ensure you attract as many designers as possible - it helps to stand out!

What is your business name?

In a sentence or two, describe what your business does

Select your business industry Select the types of logos you like

Please choose up to 3 different options you might like explored.

Acme

-   Word mark

Your company name in a stylised type/font becomes the logo.

 **Acme**

-   Pictorial mark

An image or shape that is easily recognizable is used to represent your business.

 **Acme**

-   Abstract mark

An abstract shape or symbol is used to convey the values of your business.

handcut designs

Web + Graphic + Print + Logo



-  |  Letter form

Letters/initials from your business name are used to create a logo.



-  |  Emblem

Business name enveloped by a pictorial element or shape.



-  |  Character

A character or mascot to represent your business.



-  |  Web 2.0

Representing trends from the internet including gradients, rounded corner etc.

What values should your logo communicate?

- Feminine - Masculine
- Young - Mature
- Luxury - Economical
- Modern - Classic
- Playful - Serious
- Loud - Quiet
- Simple - Complex
- Subtle - Obvious

Do you have any specific colors in mind? Colors

Common associations in Western culture

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Red:

Passion, Anger, Vigor, Love, Danger

Yellow:

Knowledge, Energy, Joy, Intellect, Youth

Green:

Fertility, Wealth, Healing, Success, Growth

White:

Purity, Healing, Perfection, Clean, Virtue

Blue:

Knowledge, Trust, Tranquility, Calm, Peace, Cool

Black:

Fear, Secrecy, Formal, Luxury

Purple:

Royalty, Wisdom, Spirituality, Imagination

Orange:

Creativity, Invigoration, Unique, Stimulation

Gray:

Balance, Sophistication, Neutrality, Uncommitted

Where will your logo be used?

- Print (Business cards, letterheads, brochures etc)
- Online (Website, online advertising, banner ads etc)
- Merchandise (Mugs, T-shirts etc)
- Signs (Including shops, billboards etc)
- Television/screen

Do you have any images, sketches or documents that might be helpful?

E.g. Your current logo, photos, illustrations, content, layout ideas etc.

Anything else you'd like to communicate to our designers?

E.g. Demographics of your target audience: age, gender, location, education etc.

Information about your target audience: interests, lifestyle, behaviour, values etc.

Tip: If you have a slogan you would like incorporated then let our designers know here as well.