Logo development worksheet

A logo design is a graphic representation of your practices' identity. It usually is composed of a symbol, illustration, and/or typography (Sometimes called a "logotype").

Your logo design should be simple. One reason your logo design should be simple is that people process an image in their mind more readily than words alone.

Contact Information:

Practice Name _____

Name _____

Address _____

_____

_____

Phone _____

Fax   _____

Email _____

Web Address _____

Take time to really think about what you are trying to convey with your logo.

1. To help determine your preferences for a logo design, think how you plan to use it. (Check all that apply)

    Printed Materials (Business Cards, Stationery, etc)

    Web Site

    New patient prospecting materials

    Giveaway items (Magnets, Tote Bags, Presentation Folders and Brochures)

    Embroidery (on office uniforms)

    Window clings, Outdoors signs

2. Do you have a current logo? If yes, please include it, explain what you do or don't like about it and why you are changing it.

3. Please list the practice name and /or doctor's name along with any contact data and/or by line that you want to appear on the logo.

_____

_____

_____

_____

4. Describe what type of practice you have. What specialty services do you provide? Do you have special education or skills that set you apart? Include anything that differentiates you from other practices.

_____

_____

_____

_____

_____

_____

_____

5. What is the of overall mood you would like your logo to project?
Examples: Playful, Serious, Ultra professional

_____

_____

_____

_____

_____

_____

_____

6. What is the image you want your logo to project? (Check all that apply)

Clean/simple

Serious

Cutting Edge

Upscale

Modern

Traditional

Professional

Fun

Relaxing

7. Would you like your logo to be (check one)

    A logotype (symbol, illustration, and/or typography)

    No symbols, just a professional font.

    No typography, just a symbol and/or illustration

8. How many different colors do you want in your logo?

    Just one

    Only two (optimal to control printing cost)

    Three or more (more creative options)

    Not sure, you decide

9. Please tell us about the colors you prefer. You may want to match existing décor or choose colors that you think best exemplify your desired mood. We suggest that you select a PMS (Pantone Matching System) color/number if you would like to be precise about describing colors. There are Internet based Pantone® charts that you can view if you Google search "pantone color charts". Or try URL fmrincorporated.org/misc/PColorChart.pdf

    Preferred colors: _____

    _____

10. What do you want your logo to do for you?

    _____

    _____

    _____

11. What other thoughts or comments do you have about your logo design?

    _____

    _____

    _____

12. Finally, if you have any preliminary sketches you would like to share, no matter how rough, please enclose them. Also feel free to attach any logos of other practices or companies that you like and explain why you like them.

Thank you, please fax, e-mail
or mail this logo worksheet to:

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