

## The Logo

The logo represents you. It conveys impressions and communicates for you. You want it distinctive, memorable, instantly recognizable.

Colors, fonts, graphics/icons, arrangement ~ all play a part, and all come together in a logo to help define your organization. Each element should be *intentional*, chosen specifically and on purpose, to help communicate what you want.

So, what is it that you want? This page will help you think it out, and help me to execute it. In the end you'll have an effective visual identity, a word-and-graphic mark that will be the banner you work under.

1. NAME | What is the business/organization name that will be in the logo?

2. DESCRIPTION | What does your business/organization do?

3. TARGET | Who does your business/organization serve or sell to?

4. VISION | How do you want to be seen? Among the attributes below, mark a few that describe how you want to be perceived:

- professional

*We've checked this first one for you. By choosing Fox Marketing Group, your logo will be professionally conceived and rendered, and will reflect professionalism and competence.*

- |   |                                    |
|---|------------------------------------|
| <input type="radio"/> approachable                  | <input type="radio"/> masculine    |
| <input type="radio"/> industrial                    | <input type="radio"/> energetic    |
| <input type="radio"/> formal                        | <input type="radio"/> cool         |
| <input type="radio"/> aggressive                    | <input type="radio"/> premium      |
| <input type="radio"/> heritage                      | <input type="radio"/> stately      |
| <input type="radio"/> feminine                      | <input type="radio"/> contemporary |
| <input type="radio"/> warm                          | <input type="radio"/> mature       |
| <input type="radio"/> edgy                          | <input type="radio"/> informal     |
| <input type="radio"/> technological                 | <input type="radio"/> whimsical    |
| <input type="radio"/> youthful                      | <input type="radio"/> strong       |
| <input type="radio"/> calming                       | <input type="radio"/> progressive  |
| <input type="radio"/> other: (give us all you want) |                                    |