



VALHALLA
CREATIVE DESIGN

Logo Design & Branding Planner

We need to know a bit more about your business before we get started.

Contact Details

Business name:

Business website:

Business address:

Contact person:

Contact phone number:

Contact email:

About Your Business

General description of what you do. (Services and/or products)

How long have you been in business? What are the long term goals of your business?

Use adjectives to describe your desired business brand image.

E.g. Highly, corporate, friendly, high tech, serious, established, fun, familial, elitist, expensive, affordable, exclusive, trendy, mysterious, vintage, organic, glamorous, bold, conservative, fresh, quirky, minimalist, sophisticated, charismatic, knowledgeable, fearless, loyal, hilarious, energetic, creative, adventurous, upbeat, understanding, approachable, comforting, generous, practical etc.

Your target customers. Who do you want to reach? What is your ideal customer?

Tell us about their age, sex, income, occupation, education, lifestyle and purchasing habits.

About Your Competitors

Who are your main competitors? Provide their web addresses if you know it.

Your Points of difference. What makes you different, better than your competitors?

Your place in your industry. Where does your brand sit in your marketplace? Compare to your competitors how expensive are you? How fast? How simple? How unique? etc.

About Your Brand

Do you have a logo?

Do you have a brand style guide?

Do you have a tagline? What is it?

Do you have specific brand fonts? What are they?

Do you like your brand identity? Explain why.

What logo, brand identity or communication/marketing strategy appeal to you? Explain why. (provide the links)

About The New Design

Is there is a particular style of logo you would like/are attracted to? (Please select at least 1)

<input type="checkbox"/> Wordmark Logo Word or name-based (text only)	
<input type="checkbox"/> Wordmark Logo Word or name-based (text only)	
<input type="checkbox"/> Lettermark Logo Acronym or letter-based (text only)	
<input type="checkbox"/> Abstract Logo Conceptual/symbolic logo (optional text)	
<input type="checkbox"/> Pictorial Logo Icon of a real-world object (optional text)	
<input type="checkbox"/> Emblem Logo Logo enclosed in a shape, badge or crest	
<input type="checkbox"/> Character Logo Logo with mascot/character	

Do you have any colour preferences?

Do you have any colour that you DO NOT wish to use?

About The New Design

How would you like the typography to appear?

- | | |
|---|---|
| <input type="checkbox"/> Sans Serif | <input type="checkbox"/> Serif |
| <input type="checkbox"/> <i>Script / Script</i> | <input type="checkbox"/> <i>Handwritten / Handwritten</i> |
| <input type="checkbox"/> Typewriter / Slab | <input type="checkbox"/> DISPLAY / MODERN |
| <input type="checkbox"/> BRUSH | <input type="checkbox"/> OTHER ... |

Do you have any design idea or suggestion? Do you have any requirements, directives, wishes? (Optional)

Extra

Is there is any other informations about your business/your brand that you want us to be aware of?