

# logo brief



PLEASE FILL OUT THIS FORM AS COMPLETELY AS POSSIBLE AND RETURN TO [david@glaciermark.com](mailto:david@glaciermark.com)

1. What is the name of the company to be used in the logo?

PLEASE NOTE: Additions like, L.L.C., Inc., etc. are not necessary in your logo itself. We will leave those designations out of the design of your logo. Taglines should also be avoided in the logo – they can be added to business cards, websites, etc. where appropriate.

2. What industry are you in?

3. What color(s) would you like your logo to be?

PLEASE NOTE: Logos are most effective as 1-2 flat colors. Gradients and 3D effects are not recommended for logo design as they cannot be reproduced across all mediums.

4. Is there anything you would like incorporated into your logo design? Would you prefer a type treatment (modified type) or an icon?

PLEASE NOTE: Complex illustrations, or multiple design elements are not recommended for logo design. Logos should be simple and easily understood by the viewer.

5. Is there anything specific you DO NOT want to see in your logo?

6. Please list 3 existing logos that you like (attach them to an email or provide web addresses where they can be viewed).

PLEASE NOTE: We will not copy any logo. These examples will be used to determine the style you prefer.

7. Is there any other information you feel would help us to design your logo?

\*\*\*\*Please gather at least 3 examples of logos you like and send them along with this completed form.

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