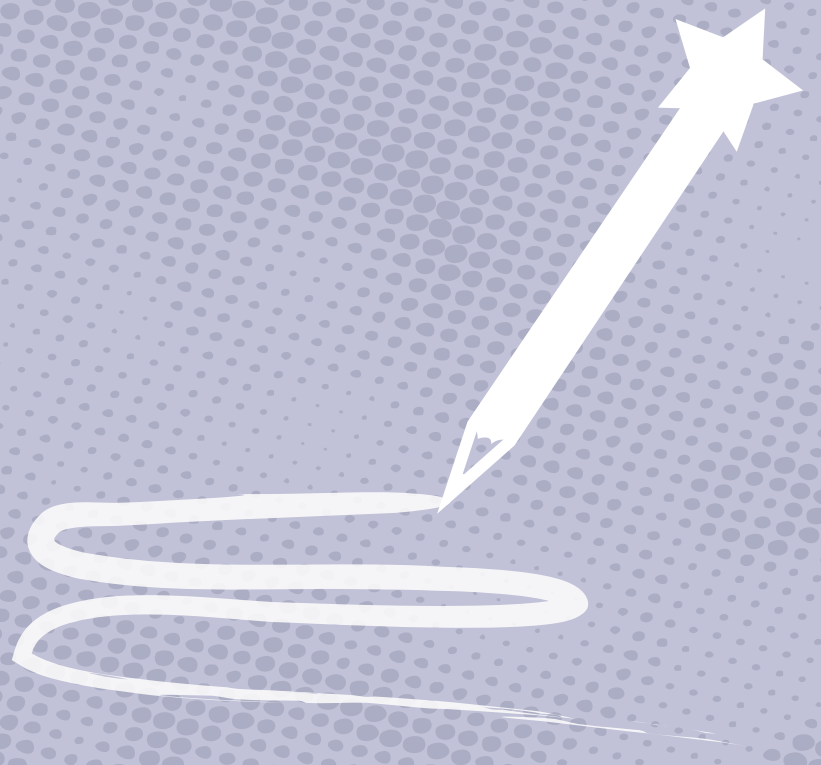


Branding PROJECT PLANNER



How do you want your
audience to perceive you?

BRANDING Planner

This checklist is aimed at assisting everyone involved in the planning process for your brand development.

If there is more than one stakeholder involved in the decision process for your brand development project, it can be helpful to have each stakeholder work through their own copy of the checklist.

/business details

1. BUSINESS NAME/COMPANY NAME (if applicable):

2. ABN/ACN/BUSINESS REGISTRATION NUMBER (if applicable):

3. BUSINESS/PERSONAL WEBSITE ADDRESS:

4. WHAT PRODUCTS AND SERVICES DOES YOUR BUSINESS OFFER?

5. WHO IS YOUR TARGET MARKET?

6. WHO ARE YOUR MAIN COMPETITORS? WHAT DO YOU THINK OF THEIR LOGOS?

7. WHAT SETS YOUR BUSINESS APART FROM YOUR COMPETITORS?

8. NAME ON YOUR LOGO:

9 WHAT DO YOU WANT THE LOGO TO SAY ABOUT YOUR COMPANY?

9 HOW MANY COLOUR COMBINATIONS WOULD YOU LIKE TO USE?

Please circle your selection.

- One Colour
- Two Colour
- Three Colour
- Four Colour

10. DO YOU HAVE ANY COLOUR PREFERENCES? WHAT ARE THEY?

**11. DO YOU HAVE ANY PREFERENCES RELATING TO FONTS?
WHAT ARE THEY?**

12. DESCRIBE IMAGERY (IF ANY) YOU WOULD LIKE USED IN YOUR LOGO?
Please include images or screen shots, where applicable. Do you have high resolution files for your preferred imagery (in 300dpi JPG format)?

**13. WOULD YOU REQUIRE US TO SOURCE AND PURCHASE ROYALTY
FREE IMAGERY ON YOUR BEHALF?**

14. LIST ANY POPULAR BRAND LOGOS THAT YOU LIKE, AND PLEASE TELL US WHY THEY APPEAL TO YOU?

15. WHAT LOGOTYPE STYLE WOULD BEST SUIT YOUR IMAGE?
Please circle your selection.

- A symbol
- A wordmark
- An acronym
- Combination mark

16 WHAT KEYWORDS BEST DESCRIBE THE DESIGN STYLE YOU ARE AFTER? Please circle your selection.

- Fun
- Elegant
- Contemporary
- Professional
- Classic
- Modern
- Established
- Hi-Tech
- Traditional
- Conservative
- Edgy
- Comic

17. IS THERE A SLOGAN/SAYING YOU WISH TO HAVE DISPLAYED WITH YOUR LOGO? If yes, please provide details of your wording, slogan, tagline, etc. here:

**18. DO YOU REQUIRE ANY OF THE FOLLOWING DESIGN SERVICES:
BUSINESS CARD, LETTERHEAD, SOCIAL MEDIA PAGES**

19. ADDITIONAL COMMENTS:



**We are off to a super start.
The wheels are turning!
Hip, hip....hooray....**