

# LOGO FEEDBACK WORKSHEET



What to come prepared with at our logo presentation:

- An open mind and an enthusiasm for change
- Your opinions on the logos as they relate to your organization's goals, not necessarily just your personal preferences
- The logo is not the only element of your brand identity. It is a part of the whole picture, but not THE whole picture. You will be utilizing the logo within an entire brand system, with other elements such as color, typography, images, art, etc., that help to complete your unique story. In other words, the logo does not necessarily have to communicate everything you stand for
- The ability to narrow down your selection in an efficient manner and give clear feedback on what logo you'd like to move forward with and what, if any, changes you may have

Questions to ask yourself as you review the options:

- Is it impactful? Does it stand out or catch your eye?
- Is it meaningful? Does it support your business goals and objectives?
- Is it flexible (will it work across different media, such as on your website and in print)?
- Is it differentiated enough from your 'competition'?
- Will it work for you both in color and in black and white?
- Do you need a tagline with it and if so, will it accommodate one?
- What are your thoughts on the type treatments?
- What are your thoughts on the color selections?

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