



# LOGO GUIDE

Date: \_\_\_\_\_  
Prepared for: \_\_\_\_\_  
Prepared by: \_\_\_\_\_  
Proposal number: \_\_\_\_\_



**CREATIVEBLOX**

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## LOGO CHECKLIST

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### THE TEN CRITERIA FOR DEVELOPMENT OF A SUCCESSFUL LOGO, SYMBOL OR ICON

Whether you're at the beginning of your design career or whether you are internationally recognized in the field of corporate identity, the primary considerations in the creation of a trademark, symbol or icon are the same. Immediate identification, as well as the visual definition of what a company or product is or how it works, are the objectives. Developing a successful symbol requires meeting many different criteria. Listed below is a checklist of ten criteria that must be considered in the creation of a good logo, symbol or icon:

#### 1. VISIBILITY

Will it stand out in its surroundings to provide quick and memorable identification? Seeing how a logotype stands out among the chatter of a metropolitan downtown is a good visual test for many trademarks.

#### 2. APPLICATION

How well can the symbol be used in a variety of applications? From the resolution of a video monitor to the heat stamping on a product, it must withstand numerous technical applications.

#### 3. DISTINCTIVENESS

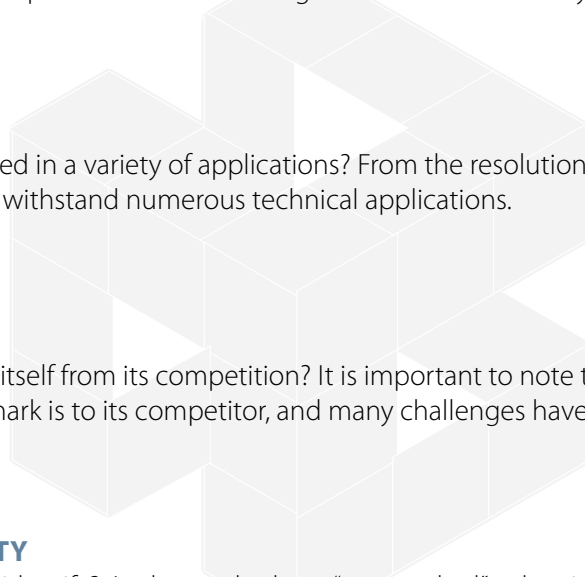
Will the application distinguish itself from its competition? It is important to note that many legal decisions are made based on how similar a mark is to its competitor, and many challenges have been won in the courtroom.

#### 4. SIMPLICITY/UNIVERSALITY

Is the symbol's concept easy to identify? As those who have "overworked" a drawing will know, there is a point at which to stop embellishment. On the other hand, a few additional lines in a composition can make the difference in its readability.

#### 5. RETENTION

Someone who will identify with a mark must play a small game of mental tennis with it. The Bank of America's symbol is a good example of this once a person has read the shape of the letter forms as an eagle; they will never see it any other way. If a symbol is too easy to read, the viewer will feel no sense of discovery and thus no personal equity with the mark.



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## 6. COLOR

It is good practice to design everything in black and white first, while keeping in mind the color applications. A good symbol must work in a number of technologies such as a fax or photocopier that are unable to display the subtle nuances of some color palettes or blind embossing.

## 7. DESCRIPTIVENESS

Does the symbol reveal to some extent the nature of the company or product? A good symbol is one that is able to do this without being an exact literal translation.

## 8. TIMELESSNESS

It was once hoped that a good trademark would last from fifteen to twenty years. Now we are seeing corporate turnovers of identity programs within a five-year period. Even so, you still need to be careful not to follow current trends, for they have a limited life expectancy.

## 9. MODULARITY

Will the potential mark be adaptable to numerous applications? We have seen the best marks diluted in their presentation by the way the support typography or other graphic elements are handled. All the elements must work together to form a single voice.

## 10. EQUITY

The age, use and recognition of a mark are also a primary consideration in its development. Knowing when and what to redesign are important considerations for the designer. If one were to be approached to redesign the Coca-Cola script, it should be hard to replace the value the current market retains.

Some have different opinions about the value of equity. For instance, in a dramatic move within the last year, Steve Jobs of Apple decided to change the famous Apple symbol from multicolored to a solid one-color mark. His rationale was that the old symbol reflected too much on the early days of Apple and not where the company was headed. In challenging this more, I would propose that it was those early days of invention by two young men in a garage that should be kept alive.



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## BRIEFING AND COMMISSIONING AGREEMENT

Please spend some time to answer the questionnaire. The information you give us will be invaluable in helping us to offer you designs that are appropriate. Feel free to provide information if you think it will help. Please note that is extremely important for us to receive the form back complete.

### Your project manager at Creativeblox is:

(Studio Use Only)

**CONTACT NAME:**  **TITLE:**

**COMPANY NAME:**

**BILLING ADDRESS:**

**PHONE NO.:**  **EMAIL:**

**FAX NO.:**  **WEB ADDRESS:**

\* required fields

### Exact wording to be used on the logo \*

Example: Walkers OR Walker and Son OR Walkers, Boots for people going places.

### Does the words on your Company name have a specific meaning? \*

### Slogan / Motto if you want to include (optional)

### Objects or images you want to include (optional)

Example: animals in a zoo



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**Short description of product / service / organization \***

**Competitors and similar business** (optional)

If you would like us to look at any of your competitors web sites or those who have similar business to yours please provide their web address where we can see examples of their logo and style of presentation.

**Logos you like and why \***

Provide us links to the logos you like and tell us why. This will help us understand your taste better and also the style you are looking for your Company. You can also take a look at our website portfolio where you will find a range of styles.

**Logos you dislike and why \***

Provide us links to the logos you dislike and tell us why.

**Do's** (optional)

**Dont's** (optional)



## LOGO CATEGORIES

Please select at least 1 category:

### Font Based Logos

A text treatment which represents your Company's activity, product and service.

**Just font**

Just font without any symbolic intervention.



**Handmade**

A calligraphic, handwritten or script font.



**Font + Meaning**

A font with a tweak that symbolizes company / product or service.



**Initials**

Monogram with Company name initials.



**Font including in a shape**

Company name inside / squares / ovals / rectangles or combined shapes.



## Icon Based Logos

A graphic / symbol which represents your Company's activity / product or service.

### Abstract Graphics

A synthetic symbol that represents your Company in a subtle way.



### Silhouet

A detailed illustrated silhouette.



### Geometric Symbol

A geometric symbol that clearly represents an element.



### Illustrated Symbol

An illustrated symbol that clearly represents an element.



### Detailed Illustration

A specific illustration.



### Seals and Crest

A detailed crest or seal with just text or maybe including graphics.



### Mascot

A character representing your Company.



## COLOR PALETTE

Please select at least 1 color:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## FONT STYLE

Please select at least 1 font style:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>COMIC</b>	<b>STENCIL</b>	<b>GOthic</b>	<i>Decorative</i>	Typewriter
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Eroded</b>	<i>GRAFFITI</i>	Pixelated	Retro	<b>TECHNO</b>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sans serif	Serif	<i>Calligraphy</i>	Script	Handwritten

## YOUR COMPANY LOOK AND FEEL

Please select at least 1 option:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artistic	Minimal	Sophisticated	Corporate	Childish
	<b>PRADA</b>	 <b>ROLEX</b>		 Hello Kitty
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web 2.0	Retro	Fun	Hi Tech	Feminine
				



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**Any other information you consider important to mention** (optional)

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**How did you hear about us?**

