

# A Logo Walked into a Bar

First, tell us a bit about your business.

**WHAT IS THE NAME OF YOUR COMPANY AND WHERE ARE YOU LOCATED?**

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**WHAT DOES YOUR BUSINESS DO?**

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**WHAT MAKES YOUR COMPANY SPECIAL?**

Is there a service or product that's so awesome only you can do it? What is it you do uniquely better than anyone else?

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**WHO ARE YOUR DIRECT COMPETITORS? WHY ARE THEY YOUR COMPETITORS?**

What does your industry look like? How are other companies in the space approaching their marketing and branding? Do they offer the same services / products? Compete for the same customers / patients?

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### WHO EXACTLY IS YOUR IDEAL DEMOGRAPHIC?

Who is your demographic now? Who else would you like to target? Are there other revenue streams you are thinking about in the future? Untapped revenue streams?

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Let's get a bit personal.

### WHAT'S THE STORY BEHIND YOUR BRAND?

Brands are driven by storytelling. How did you get here? Why did you get started?

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### ARE THERE ANY PARTICULAR ADJECTIVES PEOPLE ASSOCIATE WITH YOUR BRAND?

Are there some descriptive terms that characterize your desired brand presence?

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### GIVE 3 EXAMPLES OF LOGOS YOU LIKE AND WHY.

For any reason...contemporary, clean, modern, colors, logo mark, etc.

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### CAN YOU NAME A FEW BRANDS YOU ADMIRE?

Either in your industry or outside it. What specific qualities do you admire about the brands?

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**TELL US WHAT YOU LIKE.**

Are there colors you love? Is there a certain element you want to incorporate? If you have ideas, we want to hear them.

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**TELL US WHAT YOU *DON'T* LIKE.**

Are there colors you just cant stand? Is there a font you want to stay away from?

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