

ABSTRACT VALUES:

5. How would you describe your brand to a friend?

6. What animal best represents your brand?

6a: Why?

7. Any additional details or things that aren't listed here? Unique things that make you different, or certain ways you plan to package any physical products?

Thoughts about your company, how you want to be represented, your focus points, or anything else you need us to know.

Thank you for completing this document. This is the blueprint for how we will represent you, and we are grateful for your time. We look forward to working with you further.

DESIGN:

8. Which logos have resonated with you and your style? (Draw on personal experience, or do a logo search) You can add links or copy and paste images if necessary, but 'McDonalds', or 'FedEx' will do.

9. Which colors best suit your brand? (Colors convey a psychological impact)

- Blue = Trust, Calming, Cool
- Orange = Friendliness, Warmth
- Yellow = Optimism, Happiness, Brightness
- Red = Excitement, Assertiveness, Hot (Fast food logos)
- Purple = Creativity
- Green = Peace, Growth, Money

10. Which font best fits your brand?

Masculine = Modern fonts

Feminine = Script fonts

Caps = Some fonts appear aggressive with all caps, but others help make a clear statement

Practical = Sans Serif (Serif is the little feet at the ends of characters, This font is without (sans) serif.)

Chris' (sans serif fonts look more practical and organized)

Chris' (serif fonts look more decorative and creative)

11. Additional details, sketches, photos of your creations, or ideas about your brand.
