



Determine your identity

Your new identity will consist of your logo, colours, typefaces (fonts) and the look and feel of your stationery, brochures and/or electronic media.

Please check which direction you would like to take

- I want a completely new image
- I want to retain elements of my existing image

List and provide samples where possible

Select the terms most relevant to the image of your business and rate EACH option from 1 to 10. For example, if you were a fashion store you might circle '1' for "conservative" and '9' for "trendy"; if you are an IT company you might circle '10' for "technology driven".

Please circle the appropriate rating number

Conservative	1 2 3 4 5 6 7 8 9 10	Established	1 2 3 4 5 6 7 8 9 10
Trendy	1 2 3 4 5 6 7 8 9 10	Casual	1 2 3 4 5 6 7 8 9 10
Technology driven	1 2 3 4 5 6 7 8 9 10	Formal	1 2 3 4 5 6 7 8 9 10
People focused	1 2 3 4 5 6 7 8 9 10	Experienced	1 2 3 4 5 6 7 8 9 10
Young	1 2 3 4 5 6 7 8 9 10	Service-oriented	1 2 3 4 5 6 7 8 9 10

Or, write your own image

Using the most highly ranked terms, write the most appropriate image for your business.

Note: You don't have to use the 'exact' words.

Think of your business as a personality and describe what best represents your business.
Every colour projects its own emotion.



*Vitality
Courage
Passion
Danger*



*Emotional
Feminine
Guarded
Fun*



*Active
Bold
Exuberance
Energy*



*Optimism
Warmth
Cheer
Wisdom*



*Earthiness
Natural
Casual
Tranquil*



*Growth
Envy
Wealth
Inexperience*



*Safe
Loyalty
Sincerity
Stability*



*Royalty
Quiet
Reverence
Supremacy*



*Steady
Dignity
Negotiable
Protected*



*Sophistication
Mystery
Intimidating
Elegant*

List three colour connecting descriptions that most closely represent your business.

Colours are subjective and emotive, so if you feel another colour better connects with your company, please list your colour selection in the space provided.

Connection 1 _____ Your Colour Selection _____

Connection 2 _____ Your Colour Selection _____

Connection 3 _____ Your Colour Selection _____

Which of the three primary colours above would you prefer to be the core colour for your identity?

My primary colour is: _____

Based on my selections, I'm happy to leave it to the Graphic Design team to interpret.



Determine your target audience



Consider the type of person or organization who utilizes your services. Where do they live? How old are they and what job/business do they have?

Age Group _____ Job Description _____
Gender _____ Income Level _____
Marital Status _____ Passion or Hobbies _____
Other Relevant Info _____

Determine your point of difference

What do you do best? Is there something special, unusual, or significant about the way you do business?



Serif vs Sans Serif – Serifs are the little feet at the ends of the vertical and horizontal strokes of letterforms; sans serif (without serif) do not have these feet. In general, serif typefaces are seen as being more conservative or traditional, while sans serifs are more modern.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

This is Adobe Caslon – a serif typeface

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

This is Myriad Pro – a sans serif typeface

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

This is Snell Roundhand – a script typeface

Please tick the appropriate box (refer to examples above)

- I want a sans serif (without serif)
- I want a serif
- I want a script
- I'm happy to leave it to the Graphic Design team



Text dominant over image



Image dominant over text



Abstract symbol



Symbolic symbol



Simple symbol



Pictorial symbol

Please specify (refer to examples above)

- I want a fresh new logo I want my new logo to reflect my current logo

List retained elements:

- I'm happy to leave it to my Graphic Designer

I want my logo to convey:

- What my business does in an obvious fashion
 What my business does in a symbolic fashion

I want my logo to be:

- Text only Text dominant over image Image dominant over text

I visually want my logo to be:

- Simple Abstract Symbolic Pictorial
 I'm happy to leave it to the Graphic Design team



Brand identity summary

A brief consideration for the design of your new brand identity.

My image statement is:

My target audience is:

My point of difference is:

My colour preferences are:

I'm happy to leave it to the Graphic Design team

My type style is: _____

I'm happy to leave it to the Graphic Design team

My brand identity brief. Make several specific statements.
