



CONSULTING

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# Logo Worksheet

Your logo lets potential clients know who you are, what you do, and how that benefits them. It needs to represent your brand. Your logo tells those who know nothing about your business that you are worth following.

Remember to play it safe when it comes to detail. You want a design that you'll be able to replicate across all branding. You want a design that you'll be able to print neatly across all your marketing material. For business cards, a busy emblem may shrink so small that it becomes too difficult to read. Also, if you plan to embroider your logo on hats or shirts, you'll have to create a design that is on the simple side. The font you choose (or create) is particularly important to make sure your logo is not only on-theme with what your company does, but also legible when you print on business cards. If you're not an established business already, you may want to ensure that your full business name can fit below the logo, so people can begin to learn who you are right away. As a rule, keep your design uncomplicated, and you'll walk away with a strong, bold, and memorable look.

What are your favorite brands?

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What personality, mood, or tone does your brand convey?

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What colors match your brand's mood/tone?

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Roughly sketch four visual concepts that come to mind when you think of your brand:

1	2
3	4

Write a short paragraph about what each sketch is saying about your brand:

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