

LOGO DESIGN QUESTIONS FOR MEETING THEME LOGO

Describe the concept/message that the theme/logo is intended to provide or promote.

Describe the meeting theme/logos desired look and feel.

What should the overall mood of the logo/theme be? (playful/light, serious/clinical, etc)

What design style do you prefer for the theme/logo? (simple, classy, illustrative, bold, modern, edgy, high tech, cutting edge, abstract/artistic, clean/simplistic, corporate, geometric, conservative, 3D, etc)

What are the general demographics of the audience?

Is there a styleguide for the pharma company or drug that should be considered?

How many colors would you like to use in the logo?

Do you have any color preferences or existing brand colors?

Are there any colors that we shouldn't use? (The logo will be initially designed in black and white once chosen, color will be incorporated)

Do you have a preference on the typography? Example: script, bold, light, hand drawn, custom lettering

Is there a tagline to be included?

Do you have any examples of logos you like or do not like?

Where will the logo be primarily used?

What types of meeting materials will the logo be used on?

Where is the meeting being held?

Would you like to incorporate location into the logo?

Would you like the logo to be designed in a way that can be used annually? (not location-specific)

Is there a tagline that should be included?

There are three basic types of logos (which appeals to you most and what don't you like?):



Iconic/Symbolic: An uncomplicated image or symbol that represents a particular company or product. E.g. Apple, World Wildlife Fund



Logotype/Wordmark: Interprets your company or brand name into a uniquely styled type font treatment. E.g. FedEx, CNN



Combination Marks: Graphics with both text and a symbol/icon. There are integrated and stand alone combination marks. E.g. Starbucks (text and graphic integrated), AT&T (icon separate from text).

If Imagery: Do you have any specific imagery in mind for the logo?