

# Your new brand...

Please could you answer the questions below in relation to the design of your new logo.

What is the exact wording you would like to use within the logo?

Do you have any specific colour preferences?

Looking at your competitors' branding, are there any that stand out in your opinion?

Which of these words is a better fit for your brand?

Traditional

Modern

Dynamic

Corporate

High-end

Cost-effective

What are your company's values and/or mission statement?

Who is your primary target audience?