Logo Development Worksheet

1. List some concept words that describe your office, your organization, or your efforts. What do you want people to think of when they see your logo?
__________________________________________________________________________________________________________________________ ...
__________________________________________________________________________________________________________________________ ...
__________________________________________________________________________________________________________________________ ...
__________________________________________________________________________________________________________________________ ...
__________________________________________________________________________________________________________________________ ...
__________________________________________________________________________________________________________________________ ...
__________________________________________________________________________________________________________________________ ...
__________________________________________________________________________________________________________________________ ...
__________________________________________________________________________________________________________________________ ...

2. Circle your favorite three concept words.

3. What color are you? Choose one. What colors are you? Choose two (or more).

4. What shape are you? Circle, square, burst, swash, free-form?
What more? Dark, gradient, filmy? Solid, in motion, rising, magnetic? Illuminating, inclusive, uplifting?