



WEBLINE DESIGNS

BRANDING DESIGN CHECKLIST

GENERAL INFO

Organization: _____

Industry: _____

Location: _____

Contact: _____

Phone: _____

Email: _____

BRANDING NEEDS

Logo

Business Card

Letterhead

Stationary

Folder

Website

Social Media

Email Template

Other

BUDGET

1000 - 2000

3000 - 5000

2000 - 3000

5000+

TIME FRAME TO COMPLETE BRANDING

WHAT YOU DO

TAG LINE

TARGET AUDIENCE

Age: _____

Gender: _____

Industry: _____

Occupation: _____

TYPE OF LOGO

<input type="checkbox"/> Text	<input type="checkbox"/> Emblem
<input type="checkbox"/> Image	<input type="checkbox"/> Character
<input type="checkbox"/> Symbol	<input type="checkbox"/> Modern
<input type="checkbox"/> Letters	

FONT

COLORS

LOGO IMPRESSION

Male

1 2 3 4 5 6 7 8 9

Female

10

Young

1 2 3 4 5 6 7 8 9

Old

10

High End

1 2 3 4 5 6 7 8 9

Budget

10

Contemporary

1 2 3 4 5 6 7 8 9

Classic

10

Playful

1 2 3 4 5 6 7 8 9

Serious

10

Simple

1 2 3 4 5 6 7 8 9

Complex

10

Subtle

1 2 3 4 5 6 7 8 9

Bold

10

LOGOS YOU LIKE

Please supply any sample logos you like along with this checklist.