

## Personal Identity Development Worksheet



Your name:

Address

Phone

E-mail

Type of service required:    Logo design    Business card design    Letterhead and Envelope design

Target date for completion of your logo and/or business card

What product or service do you wish to promote?

What is your target market?

What is the overall message you are trying to convey?

Do you have a tagline or slogan?

What type of logo would you like?

Do you have any colors in mind for your logo? (if so, why?):

Do you have any particular fonts or styles of fonts that you would like used?

Do you have any favourite logos that you would like to use as possible design guides?

Are there any particular images or icons that you would like to see incorporated into your logo?

What would you like your logo to reflect about you?

Where will your new logo be used?

What do you hope to accomplish with your new identity?

What sets you apart from others in your field?

State a single-minded word or phrase that will appropriately describe you:

What information would you like included on your business card?

Have you sent a photo of yourself?

Other guidelines: