



O'Malley Web Design – 517-548-3437 – sales@omalleywebdesign.com

## Logo Design Worksheet

Name  Company

Address

Phone  Email

Fax  Website URL

1. How do you plan to use your new logo? (Check all that apply.)

- Printed materials (brochures, business cards, advertising materials)
- Web Site
- Promotional items (magnets, tote bags, presentation folders and brochures)
- Clothing – put on with: Heat press or Silkscreen  Embroidery
- Vehicle signs, Outdoor signs, Window clings
- Other?

2. Do you have a current logo? If yes, please include it, explain what you do or don't like about it and why you are changing it.

3. What information do you want on the logo? (or do not want on the logo)

Company Name (as it should appear on the logo)

Tagline

Anything else

4. Describe your business and what sets you apart from others in your field.

5. What is the mood and image you want your logo to project? (Check all that apply.)

- Clean/simple  Serious  Cutting Edge  Upscale  Modern  Traditional  
 Professional  Fun  Relaxing  Other \_\_\_\_\_

6. What is the time frame or deadline by which you would like to have your logo completed?

7. Do you require your logo in specific formats? High-resolution images will typically include .tiff 300 dpi black/white grayscale and web (.gif and .jpg)

- JPG  GIF  EPS  TIFF  Black & White  
 Flash version  Photoshop Layers  BMP  Grayscale  Don't know

8. Flash Logos only:  Morphing logo  Fly-in logo  Fade in/out  Text Effects

9. Color choices \_\_\_\_\_

10. Package choice:  I prefer a custom logo package based on my budget, contact me.

Include a Flash version of my logo for an additional \$300

BABY BEAR

- **\$99 Package**
- 2 Logo Concepts
- .jpg .gif formats (web)
- 1 Revision

MAMA BEAR

- **\$199 Package**
- 4 Logo Concepts
- .jpg .gif .tiff formats (print & web)
- 2 Revisions
- Satisfaction Guaranteed

PAPA BEAR

- **\$599 Package**
- 6 Logo Concepts
- 3 Revisions
- Custom Flash Logo
- Black & White Logo
- 1 Page Custom Website
- Free hosting for 1 year

Thank you, that's all we need to know to create your logo *Just email or fax this form back to O'Malley Web Design at [sales@omalleywebdesign.com](mailto:sales@omalleywebdesign.com) or 517-548-3437 and we'll get back to you about your project. Thanks for choosing O'Malley Web Design for your graphic art and web design needs.*

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