

1527 Avenue B  
Fort Madison, Iowa 52627  
319.561.0047  
kathy@otbgp.com

## IDENTITY WORKSHEET

To request further information, please fill out the worksheet and mail to the above address.

**PLEASE TYPE OR PRINT**

### SECTION I-PERSONAL INFORMATION

YOUR NAME                      FIRST    LAST

COMPANY NAME

EMAIL    PHONE (OPTIONAL)

WEBSITE (IF AVAILABLE)

### SECTION II-IDENTITY DESIGN INFORMATION

Description of your services. How do you differ from them?

Age Range of your Target client base:

- 16-25
- 26-35
- 36-45
- 46+
- Other

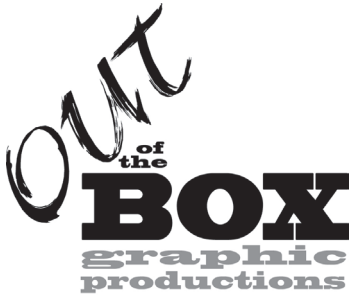
What does your company name mean? How was it thought up, come about or what was it derived from?

What is your brand tag line? Do you want it stated in the logo?

Do you have any specific imagery or icons you would like to appear in your logo?

Do you have color preferences, existing brand colors and /or colors you do not wish to include in your logo?

What adjective would best describe your logo?



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### SECTION II-IDENTITY DESIGN INFORMATION CONTINUED

What overall message do you want your logo to convey to your audience?

How do you prefer your logo worded or written?

Preferred Typography (heavy, bold, handwritten, script, etc.)

Where will your logo be used?

- Print
- Web
- Other

What is the most important application for your logo?

Deadline, timing, exact date of completion:

Will you be requiring any corporate stationery or design services you would like your new logo to appear on?

Do any existing company logos appeal to you? Please provide website links if possible.

Any additional information:

If you could be so kind to tell me how you found me: (ie. Google, Friend, etc.) Not necessary to fill out but is appreciated.