Logo Suite & Style Guide

Design a high resolution logo reflective of Client's mission and vision. Develop a Style Guide for recommended branding across print and digital platforms (*1-3 weeks*).

- Client will complete survey to provide adequate information on company history, culture and owner's preferences for new logo;
- After receiving survey, Alley Squash will develop 1-3 logo options or initial discussion;
- Options will be presented in both color and black and white, and in multiple orientations;
- A single option will be chosen by client and detailed feedback will be given on any changes needed to move forward;
- No more than 3 back and forth edits will be made to reach final design;
- Final logo files will be provided for print materials (CMYK, high resolution .eps) and digital use (RGB, low resolution for web .png);
- The style guide, a 3-4 page PDF outlining proper treatment of logo, formatting for screen and print, recommended fonts and color palette may be created.

Packages

- **Basic**: Brand mark in a horizontal, vertical and/or stacked orientation; formatted for print and web use. Starting at $1,000.
- **Advanced**: Illustrative component included, vertical and/or stacked orientation; formatted for print and web use. Includes supporting identity elements (color palette, patterns, icons), suggested fonts and style guide. Starting at $2,500.

ALLEY SQUASH CO.

Client Survey: Logo Design

Please provide brief answers to the following questions, as they are relevant to your business.

About Your Company

1. Business name and date it was established
2. What is your mission statement or one sentence describing your business?
3. What was the motivation for starting your business?
4. What services or products to you provide?
5. Who are your main competitors? How are you different?
6. What problems do you solve for your clients?

About Your Target Audience

1. Who is your ideal customer?
2. What is their age group/gender/socioeconomic status?
3. How do most of your clients/customers find out about your company?

About Your Brand

1. What do you like and dislike about the current logo?
2. What do you hope a new logo will accomplish?
3. Do you have a tagline that should be included in the logo?
4. Do you have a desired icon or graphic to be included in the logo?
5. What three words best describe the feeling you hope to achieve with your new logo?
6. Which is a better fit for your brand:
   A. Traditional or Modern
   B. Friendly or Corporate
   C. High-end or Cost-Effective

Design Preferences

1. What colors / color palette do you like and why?
2. Are there elements from the existing logo you want to keep and why?
3. Do you have any fonts you want me to consider?
4. Are there any restrictions in designing a new logo (anything you feel strongly against)?
5. Is there another company logo you admire and can share with me?
6. Is there anything not listed here that inspires you? What brands resonate with you?