



BRANDING CHECKLIST

Your brand is the soul of your business. To give it a face, it is very important to become yourself very clear about those following points. We also recommend to set up an album on Pinterest.com and find images you connect with your new brand. Simply use this picture search machine to look for inspirations, colors, moods, people. Tipe in any of your keywords + logo, You'll be surprised what you see. The more information you have the better!

Information about your business

1. Which name should be within your logo?

2. Is there a slogan which should be integrated as well?

3. What does your company do /What is your blog about?
Who is your most important target group?

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4. Who is your ideal customer? Feel free to use adjectives. (serious, young, rational, etc)

5. What is the goal of your branding? What do you expect? Is there something which is especially important to you? (recognition, arouse emotions, etc)

6. Do you have an existing brand? If yes, what does not work in your opinion? What could a professional fix? (It is not serious enough, appears to cheap, looks to not professional etc)

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7. What would be the task you would give to a designer for support?

8. Is there a certain direction / do's and don'ts concerning colors, forms, which are important to you as brand elements? Can you find 1-3 Logos, which you would like for your company in terms of style.
(Type in "your keyword + Logo" on [pinterest.com](https://www.pinterest.com))

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9. Which style should your logo have ?
(please choose 1x for each)

CLASSIC	<input type="radio"/>	MODERN				
ADULT	<input type="radio"/>	YOUNG				
FEMININ	<input type="radio"/>	MALE				
PLAYFUL	<input type="radio"/>	MINIMALISTIC				
INEXPENSIVE	<input type="radio"/>	LUXURIOS				
GEOMETRIC	<input type="radio"/>	ORGANIC				

Can you describe in 5 adjectives which look your brand should comply? (Modern, serious, cheap, eye-catching)

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Comments:

Do you know anyone who you would think can benefit from Chameo Designs services? Please let us know.



For any kind of **branding support**, please contact us or feel free to ask any question.

WWW.CHAMEO-DESIGN.COM/SERVICES/