



Marketing and  
Communication  
Design

9825 Canal Road  
Montgomery Village  
Maryland 20886

301.590.0604  
Fax 301.590.0605  
LShermanDesign.com

## LSDI Corporate Identity Development Checklist

Below is a series of questions, the purpose of which is to help us gain a better understanding of your expectations and desired goals for your logo and/or identity. Please type as much information as possible directly in this document. To help us read your answers, please type them in a color other than black and email the completed form to [Linda@LShermanDesign.com](mailto:Linda@LShermanDesign.com) and [Renee@LShermanDesign.com](mailto:Renee@LShermanDesign.com) or fax to 301.590.0605. Thank you.

### **Please supply us with your contact information.**

Name:

Title:

Company:

Address:

Phone:

Email Address:

**Who are your customers?** Professions, ages, sex, titles

**Top three reasons clients should use your firm:** (what are the benefits to them?)

**What image are you trying to project?**

Cutting edge, traditional, moderate, conservative? Please explain.

**What three words come to mind when describing your organization?**

**Do you have a tag line? If so, what is it?**

### **Type of logo**

Do you wish to see:

\_\_\_ Type logo only, using just your name

\_\_\_ Development of a symbol only

\_\_\_ Development of type and symbol that work together

**What well-known corporate logo appeals to you and why?**

*Name of organization(s) Duplicate this section and fill it out for each example:*

I like the logo because:

- The symbol actually represents what the organization does
- The colors are appropriate to the subject matter (name the colors)
- The logo is abstract, but seems to represent what the company stands for
- The symbol visually represents name of the company (e.g., the Shell logo)
- I'm not sure, but it makes a positive impression on me

**Do you have corporate PMS colors that you want to maintain?**

**If so, what are they?**

**The logo will be used on:**

- 1-, 2-, 3- or 4-color materials?
- Web
- Vehicles
- Trade show exhibits
- Other (please list)

**How many people will be making the final decision on this logo?**

What are their names and titles?

**What is your time schedule for the development of the logo itself?**

Initial concepts:

Revisions:

Final logo:

**Which of the following items do you wish to develop and how many do you want to print? Take into consideration the shelf life of each of these items.**

QUANTITY

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ITEM

Stationery package: letterhead, business card, #10 envelope

How many people need business cards? Please supply their names and information at the end of this file if LSDI will actually be doing this job.

Pocket Folder

- \_\_\_\_\_ Small brochure (4" x 9" or 3.75 x 8.5")
- \_\_\_\_\_ Large 8.5" x 11" size brochure. 4, 8, or 12 pages?
- \_\_\_\_\_ 9" x 12" envelopes
- \_\_\_\_\_ Newsletter template
- \_\_\_\_\_ Note cards and envelopes
- \_\_\_\_\_ Labels that can go through the laser printer
- \_\_\_\_\_ Stickers

Are you interested in any of these items?

- \_\_\_\_\_ Fax cover sheet template for use with Microsoft Word
- \_\_\_\_\_ Letterhead template for use with Microsoft Word
- \_\_\_\_\_ CD label design

**What is the timetable for the print collateral?**

Initial concepts:

Revisions:

Final files

Delivery of printed materials

**Budget:**

- \_\_\_ \$3,000 - \$5,000
- \_\_\_ \$5,000 - \$10,000
- \_\_\_ \$10,000 - \$25,000
- \_\_\_ \$25,000 - \$50,000
- \_\_\_ \$50,000 - \$75,000