

WRITE Way Web Design, LLC

LOGO INFORMATION QUESTIONNAIRE:

Business Name: _____

Business Address: _____

Email: _____

Phone(s): _____

Fax: _____

Contact Name: _____

Contact info: (if differs from above) _____

How large is your business? _____ How many years in business? _____

Does your business have an existing Logo? _____

Will your logo include:

_____ Picture Only _____ Words only _____ Picture with words _____ Tagline

What is your tag-line? (A tagline is used to represent what you represent.)

IE: WRITE Way Web Design's tagline is:

Right Design! WRITE Content! Right Price!

Right Design refers to website and advertising design.

WRITE Content refers to the relevant writing on your website. (whether we design the site itself or not)

Right Price because our goal is to assist small businesses in succeeding without breaking anyone's bank!

WRITE Way Web Design, LLC

Color is a major aspect in the designing of a logo as well as in the branding of a business and in designing a website. Even the simplest of laymen can understand there is a philosophy behind color and emotions. Your logo may be the first thing that attracts a potential client to your business. We also recommend you consider fonts for your logo should writing be included. Fonts can also be an essential part of a logo and branding of a company. (Consider Coca Cola)

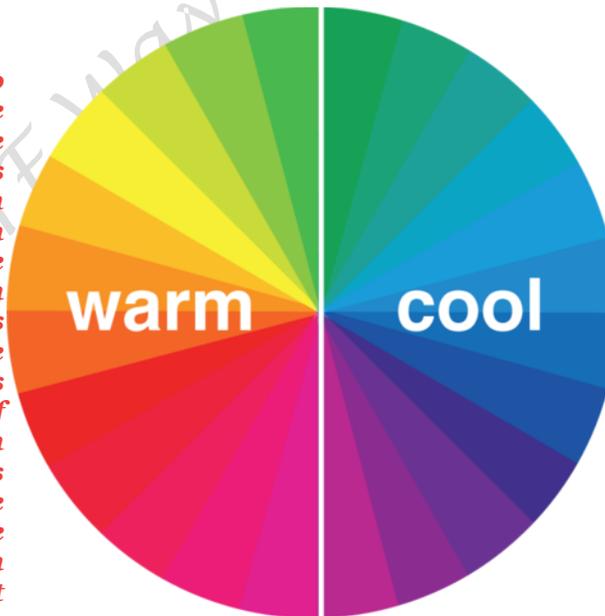
When going through the process of having a logo designed, ask yourself these questions.

- 1) WHO is my target audience? (Men and women differ in taste from color to design.)
- 2) WHAT is the primary goal for my logo? (first impression, professionalism, stand out)
- 3) WHERE will I use my logo? (magazines, fliers, television, banners, website)
- 4) WHEN do I need my logo completed?
- 5) WHY is a logo necessary in my field and/or in my business? (BTW.. trick question, as logos are always a good idea and in most cases a primary function in branding and advertising.)

After considering the above questions take a moment to view the color wheel. Consider logos known around the world with *your logo needs* as well as your personal taste in mind. Understand, many colors have variations of their color on each side, but this is a good guideline to use when searching for the perfect color combination for your business. We are an advertising firm focused on content and design for small businesses. Our office is located in Lafayette, Louisiana, however our clients range all over the United States in areas such as Texas, Carolina, Florida and Maine.

WARM COLORS:

Warm colors tend to stimulate and elevate emotions. They are more vibrant than cool colors and interject energy with their presence. Warm colors also invoke emotions ranging from happiness to serious anger. (Consider the warmth of the sun's yellow to the sense of rage associated with blood red.) Warm colors arouse and can draw life to a project or increase hostility. It depends on their purpose. But rarely, are warm colors ever considered boring.



COOL COLORS:

Cool colors are known to hold a calming affect on the mind. They are colors like blue, green and purple. The sky is blue; grass and plant life are green; while the ocean depicts various hues of blue and green mixed together. Consider the feeling that washes over you when looking at the ocean in it's serenity or when lying on your back looking up at the sky. Calm. Soothing. Peaceful. Cooler colors tend to feel further away and more relaxing than warmer colors.

COOL COLORS:

BLUE: ALLSTATE, Brinks Security, Liberty Mutual, Chase, Dell, GE, Pfizer, IBM

These logos are designed to represent trust and stability. This is an excellent premise for any business, but in the opinion of WWWD, can also keep things stale or flat. Unless you are a bank, security, a pharmacy or drug company, you may wish to venture out of the “calming blue realm” and increase your market with a more popping and engaging logo. You can also accomplish this by adding a secondary “primary” color like red. (Chevron, Dominoes, Pepsi)

GREEN: WholeFoods, BP, Tropicana, Animal Planet, John Deere

They claim green to be the easiest color for the eye to process. Green has an automatic calming affect, therefore should your business revolve around nature or healing, green is a good place to start for logo and websites. Eco-friendly companies, landscaping, and gardening are sure winners for green. (John Deere Green is even a song!) While green is considered a cool color in most realms, WWWD considers green to play both sides of the fence. Consider green to be like the woman who can dye her hair any color and she still looks attractive. We consider this to be why green is the easiest in the eyes.

PURPLE: Crown Royal, Cadbury, Yahoo, Hallmark, Taco Bell

Purple is what WWWD considers a cautionary color. Our experience is, it's a love it or hate it color. Think about it. Most people are not “indifferent” to purple. They are either purple enthusiast or consider it to be a rip off of their favorite color, blue. Purple is used to represent royalty and wealth, as in the more prestigious whiskey, Crown Royal. Should someone be an avid drinker of Crown, they would possibly scoff at someone offering them George Dickel on the rocks. But purple does not have to be pretentious. It is a risky color, but has it's rewards. WHY? People who love purple, truly LOVE purple. They are loyal. Purple is also know in the energy field as a color of healing. (as is green) By the way, WWWD is a lover of purple, so should you be on board, we won't shy away from it's use.

WARM COLORS:

RED: Coca Cola, Target, ESPN, Virgin, Youtube, Toyota, Cannon, Puma, Exxon, Colgate

Red invokes a variety of strong emotions, including danger. From hunger to energy to risk taking, red screams out to the customer and makes a statement. Red is the color of passion. (Think red roses and romance.) Passion creates impulsive tendencies. Red is also known to stimulate and encourage appetite. Think KFC, Hardees, Pizza Hut, DQ, Kraft, Nabisco, Heinz, Kelloggs. Red is popular with food related logos. In many cases, red is considered a matter of urgency. (Think Red Cross... stop signs and lights)

ORANGE: Home Depot, Harley Davidson, Amazon, GULF, Hooters

Orange is known for impulse buyers and risk takers as well as invoking appetite. Think about FANTA and Hooters. Colors in the “red scheme” are used to increase appetite as well as in the industry to stand out. (Consider orange a washed-out red.) Orange is also known as artistic, energetic and playful. (Think Nickelodeon) Orange can be an initial attention grabber and is a favorite in the advertising industry when dealing with kids... Little ones and big ones. (Think Nick and Harley)

YELLOW: McDonald's, Best Buy, Denny's, Subway, Batman

Yellow is an attention grabber! It is a cheerful color known to instill a sense of joy to most when viewing. Many do not realize however, yellow is the easiest color to view from the highway in the daylight. Therefore, the makers of the famous arch known from here to China possibly knew the big M would be seen a mile away so families traveling would turn on the exit to eat. Designers and painters know the downfall to yellow. Despite it's cheeriness, yellow can be difficult to work with, especially where white is considered. (Hence the darker "off" yellow presented on this sheet.) Additionally, color can be added to yellow to take away from it's brightness, but... this leaves it looking muddy or dirty. The perfect yellow and complimentary color must be used in design.

IE: The Bat signal. Black on yellow or IKEA, blue and yellow.

PINK: Barbie, Victoria's Secret, T-Mobile, Johnson & Johnson, Pure Romance, Breast Cancer

Pink is considered feminine and no other explanation is necessary. It is the universal color for Breast Cancer awareness and should always be reserved for appropriate businesses wishing to reflect their feminine side.

NEUTRAL COLORS:

Neutral colors tend to be used as secondary colors, however, they can be used on their own for an outstanding brand theme in a class of its own. Some neutral colors may not be considered neutral by some. (Black is a prime example.)

BLACK: Under Armour, Chanel, Rolls Royce, L'Oreal

While it remains simple and professional, black also depicts an authoritative, powerful and edgy side. Black is easy to work with for designers. Black is most often used for high end marketing, (think GUCCI) as well as capitalizing on the edginess of youth. (Nike, Adidas)

WHITE: (White, Ivory, Silver, Grey)

White represents cleanliness and purity; goodness. Genuine white is bright and reflective, though most might consider it a cooler color. White, like yellow is tricky to work with and does not work well for print. Consider coffee mugs for your business. The least expensive mugs are typically white because a white background is easier to work with, whereas a white logo is not. Should you be considering a white logo, understand you must have a colored background. Black and white always pair well together, of course. Off-whites can be easier to use for print, but white is typically used as an accent color for a logo.

BROWN: UPS, Cracker Barrel, Hershey's, M&M's,

Sadly, brown tends to get a bad rap as it is considered the world's "least favorite color." On the upside however, brown is considered "earthy" and "grounded", reliable. For the right business it is our belief brown can fair well as a logo and business color. Coffee shops would serve quite well with a brown logo for example. Studies show people tend to be driven more by the name used for the color of brown than other colors. IE: Brown diamonds are abundant. Le Vian selects their "chocolate diamonds" based on color and clarity of brown diamonds. Finer yellow diamonds are called canary diamonds.

GRAY: Apple, Mercedes,

Between black and white are the many shades of gray... far more than 50! When it comes to gray, it is not a common practice to utilize the more dreary gray we associate with depression, in logos. Not always, but most often gray is used as a softer, brighter, silver-like color. Gray is often used in technology fields and sophisticated cars. (Think Apple and Mercedes) Gray is known to be used in conjunction with another color as gray blends well with many colors.

“An executive for a paint company received complaints from workers in a blue office that the office was too cold. When the offices were painted a warm peach, the sweaters came off even though the temperature had not changed.”—Pantone

Quick tips for finding the right color and shade for your logo and web design.

Ask yourself:

- 1) What emotion do I seek to invoke with my logo and/or my website? IE: trust, healing, playfulness
- 2) What colors are associated with my type of business?
- 3) What will help brand me and set my logo apart from others?

TINT: adding white to a pure color

SHADE: adding black to a pure color

TONE: adding gray to a pure color

******Logos often have a primary and secondary color. Keep this in mind as you determine what you feel will suit your business needs. WWWD will always guide you to where we feel your needs are best met. Should you already have a designer or logo and are merely seeking a second opinion, feel free to contact us, free of charge.***

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