

VISUAL IDENTITY

QUESTIONNAIRE

1. What is the name of your club or organization?
2. What type of typography best reflects the personality and brand? Think serif, san serif, and decorative. You can combine more than one typography but don't use more than three different font styles or more than one decorative font style.

Describe the typography style:

Explore dafont.com, standard fonts in Adobe programs, and similar. Make final font selections.

Names of final typography selections:

3. What colors fit your personality and your brand?
4. What shapes or forms do you want to include in your design? How do they align with your personality and brand?
5. What elements do you want to incorporate into your logo? How does it reflect your brand and visually connect to the purpose of your brand?
6. What other graphics or icons do you want to include (if any)?
7. Look critically at your business name. If you knew nothing about the company, would you know it was a design company? If not, how can you improve awareness?