



LOGO DESIGN BLUEPRINT

A GUIDE TO HELP YOU
COMMUNICATE YOUR VISION TO
YOUR BRAND DESIGNER

MELISSAROSEDESIGN.COM

HEY THERE!

So you've decided that it's time to stop DIY'ing your logo or website and hire a designer, but you're terrified because you have no idea how to convey what you want. You are worried that you'll pay all this money and then end up with a design that doesn't fit your vision. As a Graphic Designer & Brand Stylist, I've spent the past 6 years working with hundreds of happy clients and one of the main reasons my clients walk away 100% happy is because I ask them very specific questions to help them think about what they want in their brand. Which in turns helps me deliver a design that they are over-the-moon about.

This Logo Design Blueprint is designed to get you thinking about the type of logo you are looking for. You'll dig into the specifics so that you can feel confident in your direction even before contacting your designer.

You ready to get started? Let's do this.

If you have any questions, pop on over to my (free!) private Facebook group, Branding Clubhouse (bit.ly/BrandingClubhouse)
We are here to support you!

XO,
Melissa
Creator of Design Clubhouse
Brand Stylist & Designer at Melissa Rose Design



BLOG NAME:

DO YOU HAVE A TAGLINE?

IN A FEW SENTENCES, DESCRIBE WHAT YOUR BUSINESS/BLOG IS ALL ABOUT.

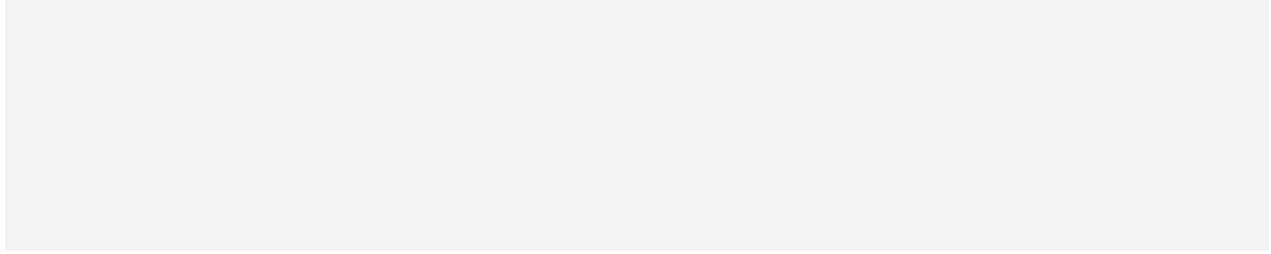
LIST 3-5 WORDS THAT DESCRIBE WHAT YOU WANT YOUR LOGO TO PORTRAY.

(Ex. Vintage, Fun, Bright, Crafty, Modern)

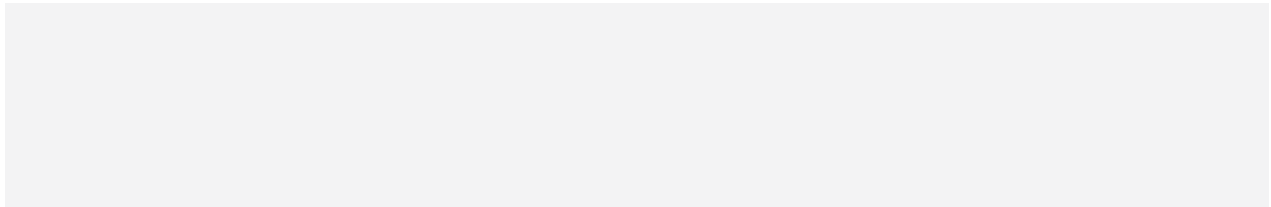
Now I want you to create a Pinterest board named something like “My Branding Inspiration” and pin 3 images that you think exemplifies each of those words. In the caption of each of these pins, make sure you label it with the word you associate with it. (ie. you will have 3 images with the caption “vintage”, 3 images with the caption “crafty”, etc...)

When finished, check off this box.

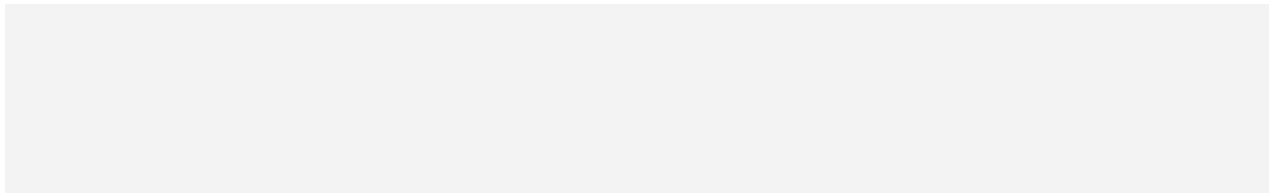
DESCRIBE YOUR TARGET AUDIENCE? WHAT IS THEIR AGE? SEX?



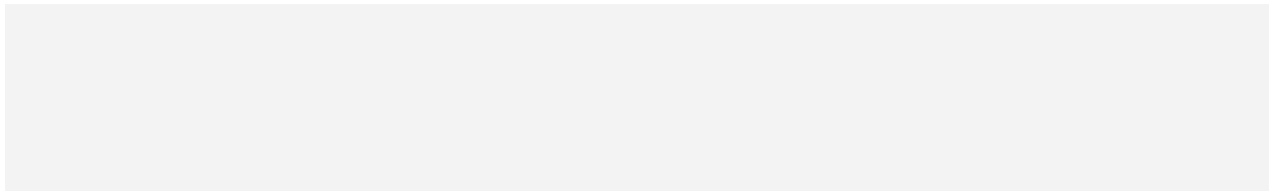
IF YOUR BRAND WAS A PERSON, HOW WOULD YOU DESCRIBE THEIR PERSONALITY?



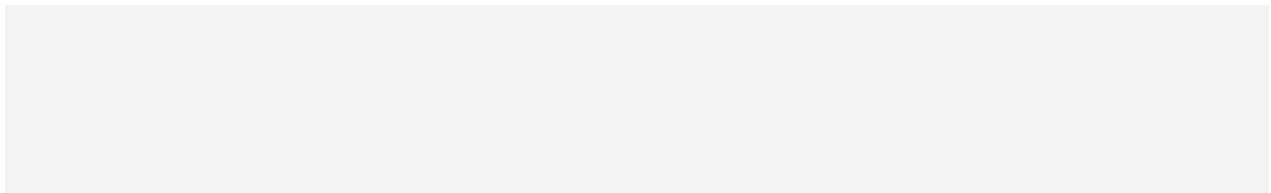
WHAT IMPRESSION DO YOU WANT PEOPLE TO HAVE OF YOU WHEN THEY LOOK AT YOUR LOGO?



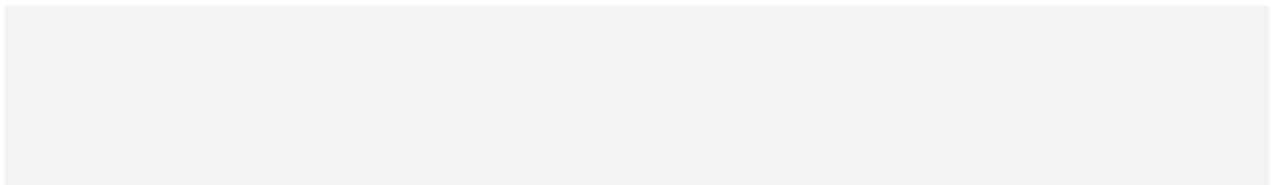
WHAT DO YOU LIKE ABOUT YOUR CURRENT LOGO? (SKIP IF YOU DON'T HAVE A LOGO)



WHAT DON'T YOU LIKE ABOUT YOUR CURRENT LOGO? (SKIP IF YOU DON'T HAVE A LOGO)



IS THERE ANYTHING YOU WANT TO KEEP FROM YOUR CURRENT LOGO? (IMAGERY, COLORS, ETC.)



IS THERE A CERTAIN FONT STYLE YOU PREFER? (SCRIPT, SERIF, SANS SERIF, HANDWRITTEN, ETC)



Pin 5-7 examples of fonts that you like. In the caption of each of these pins, make sure you label it with what you like about it. Do you like that it has a calligraphic look? Do you like that it looks handwritten?

When finished, check off this box.

TIP

Don't just say you like script fonts. There are so many different types of script fonts, as illustrated here.

CLEAN BOLD SCRIPT



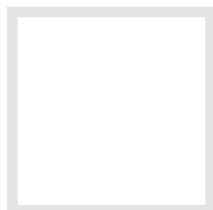
CALLIGRAPHIC SCRIPT



THIN HANDWRITTEN SCRIPT



DO YOU HAVE AN IDEA FOR SPECIFIC IMAGERY YOU'D LIKE TO INCORPORATE IN YOUR NEW LOGO?



If so, pin any inspirational images of graphics, icons, or illustrations you like. In the caption, be sure to state what you like. Take note of illustration styles. Do you like the illustration to be more hand-drawn, detailed, and rough or do you like simplistic icons with minimal lines?

When finished, check off this box.

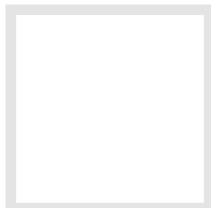
WHAT COLORS WOULD YOU LIKE TO BE INCORPORATED INTO YOUR NEW BRAND DESIGN?



Design Seeds is a great place to find color palettes. Upload 3-5 palettes you love to your pinterest board and in the captions of each, list out if there are specific colors you like or don't like. Is there a palette you 100% love? Be sure to state that in the caption.

When finished, check off this box.

WHAT LOGOS APPEAL TO YOU AND WHY?



Pin 7-10 examples of logos that you like. In the caption of each of these pins, make sure you label it with what you like about it. Do you like the colors? The imagery? The fonts? Be specific on each caption on what you like/don't like. For example, "I really like the font used on the word ____", or "I like how the icon is incorporated inside the text."

When finished, check off this box.

DO YOU ENVISION YOUR NEW LOGO "BIG AND WIDE" OR MORE SMALL AND COMPACT?

An example of a "big and wide logo" would be one where the text is horizontal and would fill the entire header of your website.

DO YOU ENVISION THE LOGO TO CONSIST OF TYPE-ONLY, IMAGERY OR BOTH?

[Empty grey box for user response]

TYPE ONLY



TYPE + IMAGERY



DO YOU ENVISION YOUR TYPOGRAPHY TO BE THE MOST PROMINENT OR AN ICON TO BE THE MOST PROMINENT?

[Empty grey box for user response]

DO YOU ENVISION THE IMAGERY TO BE SEPARATE FROM THE TYPOGRAPHY OR WORKED IN TOGETHER?

(i.e. Nike has the icon swoosh separate from their name mark.)

[Empty grey box for user response]

SEPERATE



WORKED IN
TOGETHER



WAHOO!

**YOU'RE READY TO HAND OFF ALL YOUR
HARD WORK TO A DESIGNER.**

Use this blueprint and the Pinterest board you created as a guide to fill out your designer's questionnaire.

Want to work with me? I take on a limited number of branding clients each month and would love to chat with you about designing your dream logo and brand. Shoot me a message through www.MelissaRoseDesign.com/contact and let's connect!

Pssst! If you're not yet a member of my FREE facebook community, The Branding Clubhouse, be sure to pop on over and join! We talk all about branding, blogging, and business - we'd love to have you!

CLICK BELOW TO JOIN

bit.ly/BrandingClubhouse