

CORPORATE IDENTITY QUESTIONNAIRE



What colors best represent your business? Choose top two preferences.

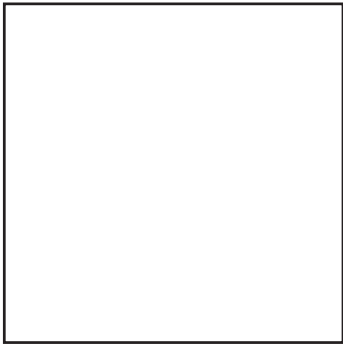
Colors have nationally recognized associations, whether it's the tranquility of ocean blue or the seasonal cheer of green and red combined. The associations can change depending on the topic. Green is an excellent choice for a recycling company or a park ranger because of the color's association with the environment, but a poor choice for the interior of a car, because green is also associated with motion sickness. Not surprisingly, the National Park Service logo incorporates green, as does the recycle logo often used on recyclable items.

Many companies have been able to build their identity on color, starting with their logo. The high point is when customers can recognize the business just from the colors they associate with the logo.

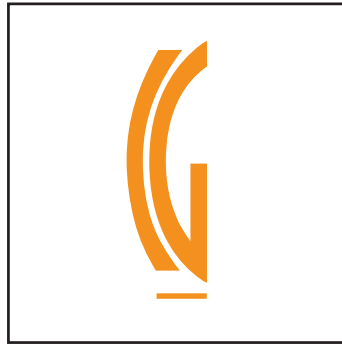
Think of the Target commercials that use their red and white bulls-eye logo color throughout, or the brown UPS trucks and brown UPS uniforms associated with deliveries. Other examples prevail; iPod has taken over white with their recognizable white ear buds. IBM carries a recognizable shade of blue. You will likely also be able to recall the color of the drink Sprite (green), and The Home Depot (orange), among thousands of other widely recognizable logos.

X	COLOR	ASSOCIATION	MEANING
	BLUE	Sky, water, birds, gemstones	Clean, tranquil, refreshing, reliable, conservative, power, intelligence
	GREEN	Plants, money, lakes, gemstones	Nature, fertile, reliable, balance, wealth, health, growth, cleanliness
	YELLOW	Sunlight, fruits, danger	Light, intellectual, happy, energetic, summer, wealth, optimism
	ORANGE	Fire, fruits, sunset	Youth, cheer, balance, warmth, hunger, energy
	RED	Heart, fire, blood	Passion, energy, strength, confidence
	PINK	Baby girls, feminine	Love, romance, femininity, humanistic
	BROWN	Earth, soil, animals, insects	Calm, natural, nature, rich, rustic, stable, tradition
	WHITE	Dove, heaven, clouds, snow, flowers	Peace, balance, reverence, pure, simple, winter
	BLACK	Formal wear, night, insects, charcoal	Modern, power, sophistication, formality, elegance, mystery
	PURPLE	Royalty, gemstones, fruits, flowers	Noble, powerful, elegant, mysterious, wise, dignity

What layout style to you prefer? Choose top two preferences.



No preference



Logo graphic with no
company name



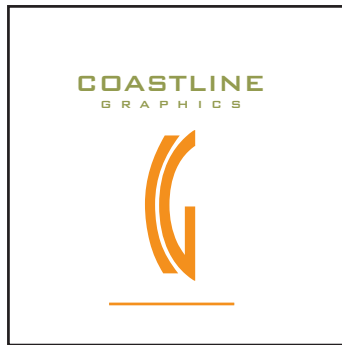
Logo and text incorporated



Text as the logo



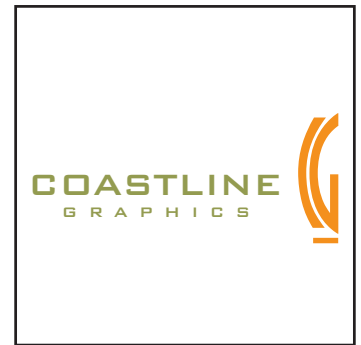
Logo on top with the text
below



Text on top with the logo
below



Logo on left, text on right



Text on left, logo on right

What font style do you prefer? Choose top two preferences.

The style of your text, known as the font, will affect the message your logo portrays. A technology company might want a logo to appear modern by using a sans serif font that has clean edges, instead of a script font that is more romantic, for instance.

- | | | | | |
|------------|---------------------------|--------------------------------------|---------------------------|---------------------------------|
| SERIF | Coastline Graphics | <input type="checkbox"/> Traditional | Coastline Graphics | <input type="checkbox"/> Other |
| SANS SERIF | Coastline Graphics | <input type="checkbox"/> Traditional | Coastline Graphics | <input type="checkbox"/> Other |
| SCRIPT | <i>Coastline Graphics</i> | <input type="checkbox"/> Traditional | <i>Coastline Graphics</i> | <input type="checkbox"/> Formal |

What logo traits best represent your company? Choose logo from each set of three.

Choosing the most compatible logo description and sample from each set of two logos will help our designers get a feel for your company and your most important values. If neither logo set suits your company, you can choose "no preference."

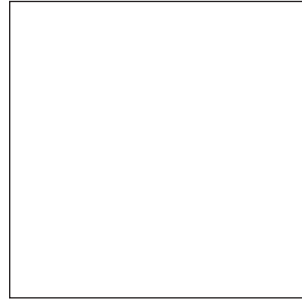
1.



Value



Luxury



No Preference

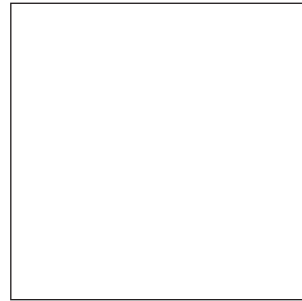
2.



Youthful



Traditional/Classic



No Preference

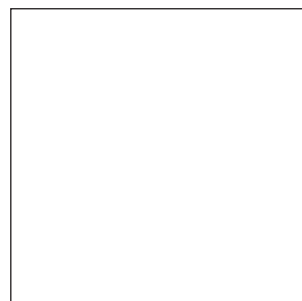
3.



Safe

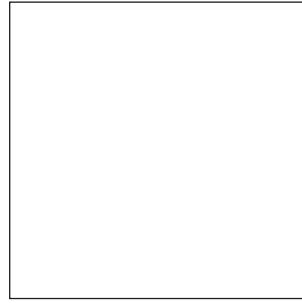


Daring



No Preference

4.

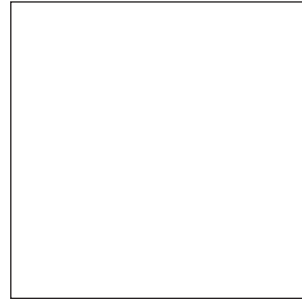


Fun

Serious

No Preference

5.



Simple

Detailed

No Preference

What are the dos and don'ts in your logo?

We are learning about your logo type based on your responses to the previous pages. Are there some things you know you do and don't want to see in your logo? Please type one item per line. This section is intended for specific things; see examples below.

I need this in my logo:

for example, "must show a hammer in every concept" or "use dark reds or burgundy reds, not pink"

1. _____

2. _____

Do not use this in my logo

for example, "want only subtle hints of a woman in the logo, not an actual drawing of a woman" or "this logo is aimed for men, but we do not want to use blue"

1. _____

2. _____

Your current logo (that you are moving from)

Do you have an existing logo or relevant artwork you want to show us? Yes No

What do you like or dislike about your current logo?

1. _____

2. _____

Do you have any other files?

Do you have any additional files you want to show us? Yes No

Share more about your business and product

Please tell us more about your business here to help our designers envision what products or services this logo represents, and what customers this logo needs to attract.

Creative freedom (required)

When we are reviewing the information you have given us about you and your company today, which would you say to them regarding your selections?

- Don't stray—I have very clear vision for my logo
- Stray only a little bit—I am fairly certain of the kind of logo the designers will create.
- Stray some—I am fairly certain about my preferences for my logo but I want more variety.
- Don't stray—I have very clear vision for my logo
- Enjoy full creative freedom—I am not sure what I want so I expect a lot of variety.

How do you plan to use your logo?

Click the check boxes that apply:

- | | |
|--|--|
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Product packaging (boxes, cd cover, vending machine wrap) |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Promotional products |
| <input type="checkbox"/> Building signage | <input type="checkbox"/> Special projects (billboards, car wraps, work trucks) |
| <input type="checkbox"/> Business cards | <input type="checkbox"/> Stationery (Letterhead and business envelopes) |
| <input type="checkbox"/> Direct mail | <input type="checkbox"/> Website |
| <input type="checkbox"/> Magazines or newspapers | <input type="checkbox"/> Yellow page ads |
| <input type="checkbox"/> Printing | <input type="checkbox"/> Other: |

Are you interested in protecting your brand and company logo with a U.S. Trademark?

- Yes No

How many employees does your company have?

- 1 2 - 3 4 - 9 10 - 50 60 - 100 101 +

To which industry does your company belong?

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> International | <input type="checkbox"/> Attorney and Legal | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Biotechnology and Pharmaceutical | <input type="checkbox"/> Medical |
| <input type="checkbox"/> Church and Religious | <input type="checkbox"/> Networking | <input type="checkbox"/> Construction | <input type="checkbox"/> Pool and Spa |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Realtor | <input type="checkbox"/> Real Estate Development | <input type="checkbox"/> Dental |
| <input type="checkbox"/> Education | <input type="checkbox"/> Restaurant | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Event | <input type="checkbox"/> Salon/Day Spa | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Service Industries |
| <input type="checkbox"/> Golf Courses | <input type="checkbox"/> Travel | <input type="checkbox"/> High-Tech | <input type="checkbox"/> Off the Wall |
| <input type="checkbox"/> Illustrative | | | |

How long has your company been in business?

- Just starting Less than 6 Months Less than a Year 1-2 Years 2-5 Years More than 5 years