



BRAINSTORM FORM

Name/Company: _____	
Date: _____	Telephone: (____) _____ c / o / h

1. What kind of design? (logo, website, etc.) _____

2. What feeling do you wish to convey? Please circle or write in.

Modern Sexy Youthful College Urban-chic Fun Colorful Minimalist Old-fashioned
 Classic Artsy Bold Strong Feminine Masculine Regal Sporty Earthy Casual
 Formal Techie 3D Original Humorous Ethnic Simple Other: _____

3. What messages do you want your design to convey? _____

4. Examples can be very helpful. Include magazine cutouts/samples attached or web addresses below.

Web address	Reasons for liking the example
_____	_____
_____	_____
_____	_____
_____	_____

5. What colors would you like? Please keep in mind that many colors can increase printing costs.

6. Do you wish an image in your logo? Do you want a graphic(s) on your website/print item? Yes / No

Do you have this/these image(s)? Yes / No If no, describe the image(s): _____

7. Other notes to give the designer a clear picture of your vision: _____

Feel free to write on the back as well. →