



**THE ROUND TABLE**  
AGENCY

### **The art of narrative in an inch.**

Your logo plays a key role in branding your business. Our job as designers is to distill the essence of your brand into an enduring shape and color that tells your story. We have a carefully considered design process to ensure sure your new mark is distinctive and resonates with your intended audience. Your logo will be scalable and made with all of the principles of good logo design. You will get unique concepts, custom layouts, and professional construction. We will also create a logo guide for your reference to make sure that your new mark is always displayed properly.

Yours in inspiration,

**Sarah & Dimitris**



## **01 WHO ARE YOU?**

[What is the name of your business or service?

What do you want the logo to say?

Do you have a slogan you want to use?]



## **02** WHO IS YOUR TARGET AUDIENCE?

[Demographics that are you targeting?]



## **03 WHO ARE YOUR COMPETITORS?**

[Name some competitors and/or write their websites down here:]



## **04** VALUES TO CONVEY?

[What are the values you want to convey with your logo?]



## 05 APPLICATIONS?

[Where your logo will be applied (only web, web and prints, stationary, billboards...)]



## 06 CONSTRAINTS?

[Specific colors, shapes, initials, uppercase, lowercase, pictures vs text, etc.]





## **07** RESTRICTIONS?

[Are there any fonts or colors you do not like? What don't you want to see on your new logo?]



## **08** ADDITIONAL INFORMATION?

[Do you have any specific ideas or requests?]



## **09** INSPIRATION

[Do you have styles or logos that you like?]



# 10 WHAT IS YOUR BUDGET?



**Thank you!**