MODE MARKETING

WORKING WITH MODE

Your logo brief

Tell us about your business and the logo you need. The more you tell us, the closer our first ideas will be. Skip anything you're not sure about: we'll talk it through. It takes about 15 minutes.

01 About you

Your name

Business name

Email

Phone

Website, if you have one

Main social account

02 Your business

Write it the way you'd say it to a customer. More detail is always better.

What do you do, in a sentence or two?

Who are your customers, and where are they?

Why do customers choose you over the others?

Who are your main competitors?

Names or websites. We'll make sure your logo doesn't look like theirs.

Is there a story behind your business name?

Why you chose it, or what it means to you. Logo ideas often start here.

Three words you'd like people to think of when they see your logo

03 The words on your logo

Exactly how should the name appear?

Spelling, capitals and any symbols, exactly as you want them.

Anything underneath the name?

A line of services, a tagline or a location, e.g. "Plumbing · Gas · Hot Water". Leave blank if not.

Can we use your initials or part of the name as an icon?

- ○ Yes
- ○ No, keep the full name
- ○ Not sure
  show me a few options

Are your services likely to change in the next couple of years?

If they might, we can keep the line of services separate from the logo so it is easy to update later.

- ○ Yes
- ○ Possibly
- ○ No

Is your business name registered?

For example with Companies House, ASIC or CIPC.

- ○ Yes
- ○ No
- ○ Not sure

Do you plan to register your logo as a trade mark?

Before final artwork we check your logo against similar logos and the trade mark register either way.

- ○ Yes
- ○ No
- ○ Not sure

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04 Where it will be used

This decides how simple the logo needs to be and which versions you get.

Tick everywhere it will go

- [ ] Website
- [ ] Social profile picture
- [ ] Shirts and uniforms
- [ ] Vehicle signage
- [ ] Window or shopfront signage
- [ ] Stickers and decals
- [ ] Business cards and stationery
- [ ] Packaging or labels
- [ ] Merchandise
- [ ] Invoices and email

Anywhere else, or anything more specific?

For example embroidered or printed shirts, caps, mugs, air fresheners, a van wrap or a shop sign.

Where will it appear smallest?

For example a cap, an air freshener or a social profile picture. The smallest use decides how simple the logo needs to be.

Will it ever be printed in one colour only?

Embroidery, cut vinyl, stamps and engraving usually are.

- ( ) Yes
- ( ) No
- ( ) Not sure

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05 The kind of logo

Tick any layouts that appeal. If you're not sure, tick that and we'll show you a mix.

The kinds that appeal

The examples are made-up businesses.

- [ ] **Name only**
  your name, set in a distinctive way

  tenonfield

- [ ] **Initials**
  a monogram from your initials

  

- [ ] **Symbol only**
  an icon on its own, a picture or an abstract shape

  

- [ ] **Symbol and name**
  an icon used beside your name

  
  Kettle Finch

- [ ] **Badge**
  your name inside a shape

  

- [ ] **Not sure**
  show me a few options

Would you like a character in your logo?

An animal or a person with its own personality, used on its own or with your name, and able to appear in different poses.



- ○ Yes
- ○ No
- ○ Not sure

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06 Look and feel

For each pair, tap the number that fits your business. 1 means fully the word on the left, 5 means fully the word on the right, and 3 means in between or either is fine.

Friendly	1	2	3	4	5	Serious
Classic	1	2	3	4	5	Modern

Understated	1	2	3	4	5	Bold
Simple	1	2	3	4	5	Detailed
Everyday	1	2	3	4	5	Premium
Playful	1	2	3	4	5	Professional
Soft and rounded	1	2	3	4	5	Sharp and angular

07 Colours

Do you already have brand colours?

- ○ Yes, keep them
- ○ Yes, but open to change
- ○ No, suggest some

Colours you like

Names or codes, e.g. navy, #34B3D8

Colours to avoid

Including any your competitors use

What will your logo usually sit on?

This decides which colour versions you get.

- ☐ Black or dark backgrounds
- ☐ White or light backgrounds
- ☐ Over photos
- ☐ Your brand colour
- ☐ Not sure

08 Logos you like, and don't

These are the most useful thing you can send us. Any industry is fine. Add as many

pictures as you like, up to 20 in total, and tell us what you like or dislike about each one.

Logos you like, and what you like about each

Add logos you like

Screenshots, photos or files.

Choose files

or drop them here

Logos you don't like, and why

Add logos you don't like

Screenshots, photos or files.

Choose files

or drop them here

09 Your current logo

Do you have a logo now?

- ○ No, starting fresh
- ○ Yes, replace it
- ○ Yes, refresh it

Only if you have a logo now.

What do you like about your current logo?

The colours, the shape, the lettering, the icon: anything worth keeping.

What don't you like about it?

What feels wrong, dated, hard to read, or not like your business.

Add your current logo

Any file or a photo is fine.

Choose files

or drop them here

10 Must have, and must not

Must have

Nice to have

Must not have

Pictures, styles or clichés you don't want, e.g. no cars, no water splashes

11 Timing, sign-off and anything else

When do you need it?

Anything it needs to be ready for?

Who else needs to see and approve the logo?

A partner, family member or co-owner. We would rather hear their views early.

Anything else we should know?

Send this back to **hello@modemarketing.co.uk** with any logos or pictures you'd like us to see.

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