



The Charity Design Co

Danette MacGregor



OPEN HEARTS
DONATE

QUESTIONS



Danette MacGregor

*Name

*Email

*Charity/Nonprofit Name

*Charity/Nonprofit Tag Line - or shortened mission

***Charity/Nonprofit Description**

Describe in one sentence your charity. (Difficult but vital!)

***What are your charity short term, medium term and long term goals?**

***What do you want your new logo to achieve?**

***Who are your main competitors and how do you differ from them?**

***What do you like or dislike about your competitor's branding?**

***Who are your potential donors + volunteers? Think ideal and realistic**

NOW LETS GET INTO LOGO WORK

*Do you have a specific idea in mind for your logo?

*Do you want to use existing brand colors or a particular range of colors?

Are there any colors that you do not want to use?

*Do you have a particular font you would like to use – or ones you definitely do not want to use?

*What words SHOULD describe your logo?

*What message or emotion do you want your logo to portray?

*What logos do you like and why?

· · Any other comments/ concerns or things you would like to communicate? · ·
