

Questions to help guide our logo development
from ArmoredCreative.com

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Brand Questionnaire

1. What is your name?(Maine Charter School Commission)
2. What name would you like to use for the logo? (full name or MCSC)
3. Do you have a tagline, slogan or motto?
4. Do you want that (tagline/slogan/motto) included?
5. What is the core business/mission of the Maine Charter School Commission?
6. Share a single phrase that communicates what makes your commission unique.
7. Who are some alternatives in the market, and how do you differ from them?
8. What is the single most important character trait of your commission? How would you describe your commission's desired personality?
9. Describe your primary audience/customer market?
10. Anything else we should know? Any aspects of your commission or clichés that should be de-emphasized or avoided in your brand identity?

Visual Identity

1. Where will the logo be used?
2. What types of design style appeal to you or logos you like? Provide sample pictures.
3. Do you have any specific visual style you'd like to see in the brand?
4. Preferred typology (fonts)?
5. Desired colors?
6. Colors to avoid?