LOGO  &  SLOGAN

BRAINSTORMING questions:

1. Your Name, Date, & Period:

Creative Questions:
All questions are to help with “branding” design development.

2. What is your favorite season? -- Fall, Summer, Spring, or Summer

______________________________________________________________

3. If your company was a movie, what type of movie would it be?

______________________________________________________________

4. If your company was an actor, what actor would it be?

______________________________________________________________

5. If your company was a car, which car would it be?

______________________________________________________________

6. If your company was a major city, which major city would it be?

______________________________________________________________

7. If your company was a sport, which sport would it be?

______________________________________________________________

8. If your company was an animal, which animal would it be?

______________________________________________________________

9. What is your favorite colors? Name at least 4.

10. If you were going to live on an island for the rest of your life and you were allowed to bring 3 items with you, what would those three items be?

______________________________________________________________
11. What **PRODUCT or SERVICE** is your company? Name ONE.

12. Describe your company in **four** words:

13. Company Name ? **3** possible names.

14. When someone asks about your slogan/ tagline, what would you want people to say?

   Nike‘ s **- -slogan/ tagline** – Just Do It,

   McDonald’s - - Just Lovin it

   **What would your company slogan / tagline be?**

   ______________________________

15. If your company is already located on the Internet, your company URL (website address) would be? -- Need **2** possible fake addresses.

   ______________________________

16. What is the image of your company?

   (hip & cool, formal, conservative, young & fun, etc.)

   ______________________________

17. Who is your target market? (age group):

   ______________________________

18. After a search online (if needed), **Name 3 of your competitors?**

19. Hoping these questions helped you think what you might want for YOUR brand! **Time to make some decisions...**

   Name of company:

   Your title: (Pres., CEO, Owner, etc.)

   Company - address: (snail mail)

   Company - phone number

   Company - Url/ website address

   ______________________________

20. What **colors** will **represent the company and in the logo?**

   Ex. Bolsa’s colors are Red, White & Blue