



mirata ltd
technology that connects

Creating Your Logo

This document aims to help with specifying what you are looking for in a new logo. From this we can move forward with how we can create an identity to suit your requirements and organisation.

Getting Started

What is the name of your organisation?

What is the nature of your organisation?

Business

Charity

Church

Personal Identity

Other (please specify)

Do you have an existing logo that you wish to update?

Yes

No

If Yes, what are its good points?

Any bad points?

Please use this space to describe your organisation and its aim:

Design of a Logo

Would you like a logo that is typography based, or to include some imagery?

Text based

Image based

A combination of text and imagery

Please specify any colours that you have in mind for the design of the brand:

(If you have any colours that feature in any existing media that you would like to use, please specify their hex or RGB values. Let us know if you need help with this.)

I am unsure about colour and would like guidance with this

Please specify any imagery you would like to include in your logo design:

What shape would you like the footprint of your logo to be?

Rectangular

Square

Round

I would like help with this

N.B. Rectangular logos work well on websites and stationery, whereas square or round shapes work best for social media. If your logo will be used for both these purposes, it may be best to have two variants, one of each shape.

Please list 5 words that would describe how you'd like your logo to look:

Stationery

I will require designs for:

Business Card

Letterhead

Compliments Slip

Signage

Banner

Stickers/Labels

Other (please specify)

Additional Notes

Please list here any additional ideas you have that you would like to build upon:

Next Steps

Once we have this information we will produce some initial designs and send them for approval / feedback.