

Spark ✨

# Logo Creation Guide



# Logo Creation **Worksheet:**

If you have completed your brand strategy you are ready to create your logo to reflect your brand personality and values.

**1. What is your business name?**

**2. What do you want your imagery to be on your logo?**

- Icon
- Image
- Character
- Letters
- Word

**3. What does your brand represent? What are your values?**

**4. What are your brand colors?**

**If you do not have brand colors what do you want your brand to represent?**

- Blue symbolizes trust and stability
- Red symbolizes excitement and energy
- Purple symbolizes luxury and reliability, wisdom, exotic
- Yellow symbolizes hope, happiness, positivity
- Green symbolizes growth, wealth, peace
- Orange symbolizes excitement, energy, creativity, confidence
- Black symbolizes sophistication and formality
- Pink symbolizes gentleness, compassion
- White symbolizes clean, simpleness, calmness

### 5. What is your slogan or tagline?

Be sure to connect to your mission statement and ensure clients will know what your brand represents (ex. Name: Mariah Medicare slogan: "Making Medicare Easy" this represents a personal brand and the goal is to ensure clients feel knowledgeable to make an easy decision with their coverage.).

- Brown symbolizes earthiness, stability, approachableness
- Gold symbolizes luxury, prosperity, success
- Silver symbolizes modernity, mystery

#### Mission Statement:

#### Slogan / Tagline:

### 6. How do you want to format your logo? Ensure that your logo is legible, easy to read for your target audience.

- Arc
- Left Aligned
- Right Aligned
- Centered

## You are ready to create **your free logo!**

VistaPrint Logomaker is a free tool that you can use to create your logo in minutes!

VistaPrint Logomaker

Walkthrough of Creating a Logo on VistaPrint

Example of VistaPrint Logo:

