

# Quick Logo Design

You are going to create a quick personal logo. First you must answer the following questions to be able to craft an effective logo that represents you in a meaningful way.

Name: \_\_\_\_\_

Decide if you are best represented by your first name, last name, middle name, nickname, initials, or any combination of your names and initials.

The name to use for this logo is: \_\_\_\_\_

The color that best represents me based on color psychology is:

**RED:**  
Powerful, Passionate,  
Aggressive, Confidence,  
Energy, Intensity

**ORANGE:**  
Playful, Friendly,  
Enthusiastic, Excitement,  
Warmth, Creativity

**YELLOW:**  
Fun, Friendly,  
Youthful, Happiness,  
Optimism, Caution

**GREEN:**  
Youthful, Earth-Friendly,  
Health, Tranquility,  
Freshness, Wealth

**BLUE:**  
Trustworthy, Calm,  
Logical, Serenity,  
Stability, Peacefulness

**VIOLET:**  
Luxurious, Wise,  
Royalty, Wealth,  
Success, Spiritual

**Gray:**  
Compromise, Controlled,  
Conservative, Reliable,  
Unemotional, Formal

**BLACK:**  
Serious, Sophisticated,  
Elegance, Seriousness,  
Exclusivity, Luxury

**WHITE:**  
Purity, Clean,  
Soft, Innocence,  
Equality, Unity

**BROWN:**  
Earthy, Rugged,  
Security, Protection,  
Comfort, Dependable

**TURQUOISE:**  
Intuitive, Emotional,  
Idealistic, Communication,  
Invigorating, Sensitive

**PINK:**  
Sweet, Feminine,  
Warmth, Energy,  
Playful, Girly

The Three Colors that describe me best in order are:

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

The type of font that describes my personality best is:

### Serif Fonts:

Serif fonts usually have a formal feel, that's why they are commonly used in formal correspondence where prestige and classiness are important. Serif fonts are perceived by users as a rule as delicate, beautiful, expensive, warm and old.

### Sans Serif Fonts:

The whole group of sans-serif font produces an informal feel. Usually readers perceive these fonts as rugged, ugly, cheap, cool and young.

### Script Fonts:

Cursive in nature, readers usually characterize these fonts as the most feminine, beautiful, expensive, soft, delicate, relaxed, quiet, happy, weak and warm.

### Decorative Fonts:

Everything else. When you see the font that cannot be referred to any of the groups mentioned above than it's definitely a decorative font. These can be pretty, grungy, quirky, and fun, but they may be difficult to read.

Four fonts in the type I chose that appeal to me are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional elements that can make a logo appear more polished and appeal to me are:

Heavy solid drop shadow

The word "LOGO" is written in a bold, sans-serif font. Each letter has a thick, solid black drop shadow positioned directly below and to the right of the letter, creating a 3D effect.

Soft drop shadow

The word "LOGO" is written in a bold, sans-serif font. Each letter has a soft, blurred black drop shadow positioned below and to the right of the letter, creating a subtle 3D effect.

Solid Shape

The word "LOGO" is written in a bold, sans-serif font. The letters are white and are contained within a solid black oval shape.

Contour Line

The word "LOGO" is written in a bold, sans-serif font. The letters are white and have a thick white outline or contour line around them, set against a black background.

I would like to use: \_\_\_\_\_

\_\_\_\_\_