



**FORM DEVELOPED BY:**  
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# BRANDING SHEET (LOGO)

## MY BUSINESS NAME:

1- What makes my product/service special?

2- What will be my target audience/ niche market?

3- What will be the feel of my brand?

4- What colors do I want?

RGB	CMYK	HEX	PANTONE
1-	1-	1-	1-
2-	2-	2-	2-
3-	3-	3-	3-

5- What font will be used?

6- How many versions?: Save the files in the same folder you will save these answers.

### PRIMARY

PSD  
 SVG  
 JPG  
 PNG

HIGH RESOLUTION

### ALTERNATE

PSD  
 SVG  
 JPG  
 PNG

HIGH RESOLUTION

### SQUARE

Transparent  
 PNG

7- What are my long term goals?

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