

Please note, we cannot start your project until you complete your creative brief. Thanks for your understanding.

Text/Copy for your Logo Design\*

John Burpee Ministries

Tag Line

Connecting you to your destiny

Tag line / Motto

☒ Include this tagline in my logo.

Describe your business (i.e. what type of products or services your company provides)\*

Strategic Consulting, Leadership and Development..  
Goal Setting

Describe your company's culture or personality (as it may apply to the design, i.e. serious, businesslike, creative, like to party, etc)

Our Mission is to be a Bridge connecting the next two generations to the resources, people and opportunities needed to take them to their full potential and destiny. Our desire is to develop them into the greatest leaders the Kingdom of God has ever known.

How would you describe the effect you are looking for in your logo:(Check all that apply)

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> Cutting-Edge  | <input checked="" type="checkbox"/> Unique/Creative | <input checked="" type="checkbox"/> Clean/Simple |
| <input checked="" type="checkbox"/> Sophisticated | <input type="checkbox"/> Corporate                  | <input checked="" type="checkbox"/> Modern       |
| <input type="checkbox"/> Industry Oriented        | <input type="checkbox"/> Outdoors/Natural           | <input type="checkbox"/> Traditional             |
| <input type="checkbox"/> Local/Neighborhood       | <input checked="" type="checkbox"/> High Tech       | <input type="checkbox"/> Retro                   |
| <input type="checkbox"/> Fun                      | <input type="checkbox"/> Serious                    | <input type="checkbox"/> Illustrative            |
| <input type="checkbox"/> Playful/Cartoonish       | <input type="checkbox"/> Masculine                  | <input type="checkbox"/> Feminine                |
| <input type="checkbox"/> Youthful                 |   |  |

Would you like a symbol or text-based logo?

- ☐ A **symbol** is an abstract design with your company name typeset alongside.(example: the Nike Swoosh, McDonald's Arches, Wachovia logo)
- ☐ A **text-based logo** incorporates your company name into the logo itself.(example: IBM, Microsoft, Coca Cola)
- ☒ A variety of both/not sure

What is your preferred layout?

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Symbol Only                  | <input type="checkbox"/> Text Only         | <input checked="" type="checkbox"/> Text on the Left  |
| <input checked="" type="checkbox"/> Text on the Right | <input type="checkbox"/> Text Above Symbol | <input checked="" type="checkbox"/> Text Below Symbol |
| <input type="checkbox"/> Text Through Symbol          | <input type="checkbox"/> No Preference     |   |

<p>Please check all categories for which your logo will be used. (Check only the categories you know you will use).</p>	<div><div><input checked="" type="checkbox"/> Web Site</div><div><input checked="" type="checkbox"/> Printed Materials (Business Card, Stationery, etc...)</div><div><div><input checked="" type="checkbox"/> Embroidery</div><div><i>(There will be no shading effects for logos that require embroidery)</i></div></div><div><input type="checkbox"/> Large Signs</div><div><input checked="" type="checkbox"/> Promotional Items (pens, golf balls, etc)</div><div><input type="checkbox"/> YellowPages Ads</div><div><input type="checkbox"/> Newspapers (or Black &amp; White Usage)</div><div><input checked="" type="checkbox"/> Other</div></div>
<p>How many colors do you prefer in your logo?</p>	<div><div><input checked="" type="radio"/> 2 (Optimal for containing printing costs and a more corporate design.)</div><div><input type="radio"/> 3 or more (More creative options)</div><div><input type="radio"/> Not sure, you decide</div></div>
<p>Do you prefer your logo designed in CMYK or PMS colors? (All logos are designed in PMS unless specified)</p>	<div><div><input checked="" type="radio"/> CMYK</div><div><input type="radio"/> PMS</div></div>
<p>Please state any preferences of colors/color combinations you want the designer to use in your logo samples. We recommend no more than 3 colors in one logo, 2 are standard.</p>	<div>Electric Blue or Royal Blue</div> <div></div>
<p>Please state colors you do NOT want your designer to use in your logo samples.</p>	<div>No pastels , Brown &amp; Yellow</div> <div></div>
<p>Preferred font style</p>	<div><div><div><input checked="" type="checkbox"/> Serif</div><div><input type="checkbox"/> Sans Serif</div><div><input type="checkbox"/> Script</div></div><div><div><input type="checkbox"/> Block</div><div><input checked="" type="checkbox"/> Creative</div><div><input type="checkbox"/> No Preference</div></div></div>
<p>What graphic elements should we use/emphasize in your logo? (For example: Some Real Estate firms want a roof, house, key, door, initial(s), pyramid, pillar, etc.)</p>	<div>Bridge element, John Hancock signature</div> <div></div>

Which element do you want to AVOID using in your logo?  
(e.g. Some Christian churches want to avoid the Cross;  
Some Real Estate firms want to avoid using a roof as the  
symbol in their logo.)

No religious elements

Thank you for taking your time to complete our Creative Brief.