

LOGO DESIGN PREP

PROFILE

What do you do? Why does it matter? Be as succinct as possible and be sure to work your mission and value statements into your response.

What do you pride yourself on?

Context

What's happening in the world today that makes your mission relevant and compelling to your target audiences?

Positioning

What's your relationship to organizations that are similar in size and mission? How do you differ?

Audiences

List your audiences, starting with your primary audience, (29-55) and continuing through secondary (downtown businesses) and tertiary audiences (City, families...etc.) Now ask yourself the following: Who are we trying to reach that we haven't already reached?

What do our audiences value that we already provide, or could provide?

Primary:

Secondary:

Tertiary:

What emotions are behind your audience when they contact you?

Brand personality

How would you describe your personality?

If your organization were a single person, what would they be like?
(example: A 40 something retired professor who surfs and listens to NPR)

If you were a famous person, who would you be?

Strengths and opportunities

Grade yourself on the markers below on a scale of 1 to 5 (1 low, 5 high)

Reputation (How much do your audiences value your organization?)

Esteem (How highly thought of are you by your target audiences?)

Relevance (Do your mission and activities relate to the concerns of your target audiences?)

Differentiation (Are there other organizations out there that do what yours does? Are you distinct from those other organizations in the minds of your target audiences?)

