

Guide to logo creation

- *Appeal to both to left-brained people (more interested in facts) and right-brained clients (more interested in aesthetics) in promotional materials.*
- *Using word lists to brainstorm ideas:*

| <u>Left Brain Words</u> <u>(facts in nouns or</u> <u>adjectives)</u> | <u>Right Brain</u> <u>(descriptive/visual words to</u> <u>represent column one)</u> | <u>Describe how combination of</u> <u>columns can be used in</u> <u>promotional materials (WH</u> <u>question answers)</u> |
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WH questions that brand your business

1. What am I offering?
2. What problem does my idea solve?
3. Why is it worth using?
4. Who is my target audience?
5. Who am I (credentials)?
6. Who are my competitors?
7. What resistance will people have?
8. What is the purpose?
9. When, where, and how do I want people to take action?
10. What are my core words to describe my business/brand?