

Agency Logo Development Submission Process *(Please complete all fields)*

DBA

What we Do

Our Philosophy/Mission Statement

Top 3 concepts to communicate through your logo

- 1.
- 2.
- 3.

Target Audience

Styles that we are attracted to:

Wordmark *(Please list examples of brands you are attracted to, does not need to be in the financial industry)* A wordmark consists of the company name in a stylized typeface and may include a small graphic or abstract element.

Pictorial Mark *(Please list examples of brands you are attracted to, does not need to be in the financial industry)* A pictorial mark uses literal or representative imagery to symbolize the brand.

Color Preference

Circle each style category, 1 being the lowest - 10 being the highest

Feminine	1	2	3	4	5	6	7	8	9	10	Masculine
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Simple	1	2	3	4	5	6	7	8	9	10	Complex
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Gray	1	2	3	4	5	6	7	8	9	10	Colorful
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Subtle	1	2	3	4	5	6	7	8	9	10	Bright
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Quiet	1	2	3	4	5	6	7	8	9	10	Loud
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Necessity	1	2	3	4	5	6	7	8	9	10	Luxury
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Expensive	1	2	3	4	5	6	7	8	9	10	Economical
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Playful	1	2	3	4	5	6	7	8	9	10	Serious
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Modern	1	2	3	4	5	6	7	8	9	10	Classic
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Raw	1	2	3	4	5	6	7	8	9	10	Refined
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Exotic	1	2	3	4	5	6	7	8	9	10	Commonplace
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Casual	1	2	3	4	5	6	7	8	9	10	Elegant
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Adventurous	1	2	3	4	5	6	7	8	9	10	Secure
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Additional information:



The Guardian Life Insurance Company of America, 7 Hanover Square, New York, NY 10004-4025

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