Logo Briefing

Hey,

Here are a few questions that will help me gain a better understanding of what you are looking for. (Some of these questions may ask the same thing twice, so feel free to answer however you like.)

* Can you tell me more about [Company Name]?
  + What is your (quick) history?  
    I have founded my web agency company (Newnet) in 2003.  
    As a web agency, we have a lot of web activities as: create website, create design & templates... (All activities with a lot of creativity ☺)  
      
    Sinds 4-5 years, Newnet has developed specific skills based on performance to help CEO & Marketing Manager to get more traffic & conversions (Contacts, orders, …) on their website.  
      
    How that’s works ? It’s a tailor made job! ☺  
    I meet CEO, Marketing Manager in my web agency.   
    I take time to understand their own business and I analyse their current website to understand their performance issues.   
    After a deep audit, I create a new web identity (new website or / & new digital strategy) with an action plan very detailed.  
    One focus: More traffic & conversion and more visibility on search engine results (SEO & SEA)  
      
    I use & share web analytics reports with my customer to see the evolution of performance after improvements and to guarantee customer satisfaction.
  + What is your target group?  
    CEO / Marketing Manager
  + Which product(s) are you going to sell?  
    Performance services
  + Can you tell me a bit more about the market in which you are going to be active? It’s a market with many competitors (With bad skills & crazy skills). We need to offer to our customer a full service to cover all request and be the reference (SPOC)
* Can you tell me about the philosophy of [Company Name]?
  + What is your purpose?
  + WIN-WIN   
    For our customer: More traffic & Leads  
    For our company: More & More contracts because customers are satisfied by our web services.
  + Can you tell me more about your beliefs and values?  
    We are oriented results and we are very persevering
  + Perhaps some keywords that describe [Company Name]?

> Performance : We have great skills & we will prove it !  
> Ambition : We have big ambition for our customer ! We deliver the same work as if it was our own business because we are passionate by our work.  
> Think Outside The Box : We make the difference because we take care of all web aspects with a lot of creativity

* Do you have an idea of what sort of logo you want?
  + What sort of image/perception would you like your logo to have? (I.e. what would you like people to think when they see the logo?)  
    Original, professional & oriented on ambition   
    (We work only with customers who are ready to give the better version of herself)
  + Do you have any examples of logos you like and are the sort of style you expect from your future [Company Name] logo?

I like this kind of logo

  
I like this kind of combination:  
Horse : represents customer (With good skills because a horse is a powerful animal)   
Jetpack : Symbolize Newnet > original and powerful support   
and additional performance  
Design is fun and also professional

* + Are there any do-s/don't-s for the logo?

I have some ideas … ☺

Idea 1

I would like a mix between a powerful or unique animal  
(White wolf, white tiger, eagle, licorn, buffalo, …)  
and an additional powerful and original component (like jetpack, spring, catapult, …).

Idea 2 : “Catch The moon”  
For example a logo with a bike & a moon   
(Like in E.T movie but with rocket on the bike… ☺)  
Or all other kind of draw with the theme “Catch the moon”

Idea 3 : “Sherlock Holmes”   
We try every time to find a solution to our customer to have more performance.

Idea 4 : “Totem”

We can split a totem in 2 or 3 draws to symbolise success

…. Idea 5 : Your idea to symbolise “Ambition” with a great creativity ☺