

TGZ Group New Logo Questionnaire Form:

Exact company name to appear in logo design:

TGZ Group

What do the letters TGZ stand for?

The Greatness Zone (This is just an FYI, DO NOT USE THIS IN THE LOGO or TAGLINE)

Company URL's:

<http://tgzgroup.com>

<http://www.thegreatnesszone.com>

<http://fireupyouremployees.com>

What is the culture of TGZ?

- Greatness, non-conventional thinking, doing things in an extraordinary way
- Passion and commitment to helping people do great things personally and professionally
- Professional, open, collaborative environment; pursuit of excellence and producing high
- Quality work; highly responsive to needs of customers and partners.

Are there certain behaviors that make us different to our competitors?

We are action and process-oriented. Our materials empower and engage others to take action and to stand out in work and life

Focus and foundation on discovering and/or identifying talents as a way to achieve excellence
And lead and live a fabulous life. TGZ team has superior business, coaching, and relationship building experience and skills.

Why our company is unique?

Our tools encourage people and organizations to focus on and reach potential. Our tools are practical, customizable and powerful

Focus on talents as the starting point for individuals and organizations to achieve exceptional Results and improvement.

Proprietary programs, books, other writings of founder

Charisma and effectiveness of Jay Forte (founder) in front of a group

What feeling or message do we want our logo to convey to those who view it?

Greatness, empowerment, engagement, energy, passion, potential, optimism, possibility, opportunity
Bold, exciting – communicating message of “no limits” and highly professional

How would we describe our services and/or products?

Practical and inspirational education, coaching and consulting

Combination of educational products and programs combined with highly professional
Consulting and coaching services all designed to help individuals and businesses achieve
Breakthrough performance results

Who are our main competitors?

Robin Sharma; the Ken Blanchard Companies; Deloitte Consulting

www.RobinSHarma.com

www.KenBlanchard.com

http://www.deloitte.com/view/en_US/us/Services/consulting/

<http://www.myersbriggs.org/>

Do we have a tag line?

Long – (Used for web, larger printed collateral materials and areas where there is room for a long Tag Line)

"Providing talent-based tools that inspire people to live extraordinary lives and organizations to achieve extraordinary results"

Short – (Used for Business Cards and areas where there is no room for long Tag Line)

Transforming Lives & Organizations

Other Tagline Requirements

The final logo needs to be supplied with and without both Tag Lines in the formats mentioned under "Final Logo Requirements"

If we had to compare our company to a sport, which one would it be?

Auto racing – strategic, attentive, high energy, action-oriented, bold, standing out, giving it all you've got, focused on winning.

Soccer – success based on team effort; strategic; fast, fit, and strong with great endurance

If we had to compare our company to an animal, which one would it be?

Squirrel – high action, constant focus, agile, tenacious, determined and fearless

Are there any specific images we would like to see used in the logo?

Perhaps around the concept of vision, seeing, lenses, focus, world view – globe

Images around potential, achievement, focus

What would the perfect logo for our business look like?

- Clean - Not Busy - Easy to read and easy to remember and take notice
- Bold, eye-catching; Clean - Not Busy - Easy to read and easy to remember and take notice
- Strong, bold, powerful, high energy, timeless

How many colors to be used in logo?

Maybe 2... Black & 1 PMS color. Utilize different shades of both colors to make it seem that we are using more than just Black & 1 PMS color. Just a thought, but we are open to any cool ideas in 4C that come to mind and this is not a mandatory requirement. We just thought that when we need to have our stationary printed, Black & 1 PMS is a lot less expensive than printing stationary in 4C Process.

Colors want to be used?

Color 1: Blues
Color 2: Black
Color 3: Gold
Color 4: Reds
Color 5: Maroon
Color 6:

Colors we DON'T want to be used?

Color 1:
Color 2:
Color 3:
Color 4:
Color 5:
Color 6:

Are there any comments that we would like to share with our designer?

Maybe Combine Company name with logo – logo gives company name meaning

Leaving economics behind, what is TGZ's mission?

To help people discover and live their greatness, then inspire greatness in others
To help individuals and organizations identify their talents and help them develop the plans and action steps to achieve their personal and professional goals by using those talents

What's the age range of our target customer base?

Message affects all generations, High School through Senior Citizen

Who is TGZ's current audience?

CEO's
Senior Executives, HR Departments, and Chief Learning Officers
Owners/Executives of small to large sized businesses/organizations
Staffing/Recruiting companies
Students and Parents
High Schools and Colleges

Final Logo Requirements

Once the logo is completed and final version is approved, we need High and Low Res. versions in color as well as B&W. All native (modifiable) final Adobe Illustrator or Photoshop files must be supplied in case we need to make modifications down the road. All formats are needed in jpg, eps, tiff, PNG, BMP, GIF and any other formats that are commonly used.

It is imperative that logo is supplied in a format with a transparent background for web and print use, both high and low res, with and without tag lines.

A Corporate Logo Guide must be supplied