

#1 What is the exact company name that you would like to appear on your logo?

iTHINGS4

#2 What is the meaning or history behind the name of your business?

We are IoT ( Internet of Things ) company, we choose the name because have the letters of IoT, because we build Smart Things, Intelligent Things, Internet Things

#3 Do you have a corporate tagline or slogan that you want to incorporate into the logo?

Smart Things Connected

#4 How would you describe your company products or services?

same #2 and we will develop smart things, and technology for smart things, the name is iTHINGS4 because 4 sounds "for" then our products will be "for home" "for you" "for

#5 Who are your clients ?

we are starting up

#6 Who are your major competitors? Please provide names and websites (if possible)

google, Apple, Amazon etc

#7 What keywords will best describe your business and the way you want your clients to perceive it?

Smart, Intelligent, Internet, Connected

#8 What type of person do you want to be attracted by the new logo?

Everyone

#9 Does your organisation have any specific corporate colours that should be featured in the logo?

based on green / black / white but we are to get your suggestions

#10 Are there any other colours that you would like to be included in – or excluded from – the logo?

include Green if possible, but we are open for your suggestions

#11 Where will the logo be used?

website, social media, printed materials, housing of products / plastic

#12 Please select what kind of logo do you need (You can choose multiple)

- ☐ Wordmark ☒ Pictorial Mark ☐ Abstract Mark ☒ Web 2.0  
☒ Letterform Mark ☐ Character ☐ Emblem

### Wordmark:

A wordmark consists of the company name in a stylized type and may include small abstract or pictorial elements. Famous examples include:

    

### Pictorial Mark:

A pictorial mark uses literal or representative imagery to symbolize the brand. Famous examples include:



### Abstract Mark

Uses abstract shapes and symbols to convey an idea or attribute about the organization. Famous examples include:



### Letterform Mark

Typically uses a very small amount of letters (1-2) to represent the organization. Famous examples include:



### Emblem

An emblem features the name of the company typically enveloped by a pictorial element or shape. Famous examples include:



### Character

A Character logo consists of a mascot to represent the brand. Famous examples include:



### Web 2.0

Some common elements can include: vibrant colors, subtle 3d feel, bold type, color transitions, and shadows. Famous examples include:



#13 Can you give examples of any other company logos which you like

apple, wwf, chanel,

#14 Is there anything specific that you definitely want to see in your logo?

is important to show letter "i" and i believe that, with your talent, make the number 4, visible, easy readable, inside the arroba( at ) symbol

Please choose the style that you require, 0 as neutral and 3 as maximum

	3	2	1	0	1	2	3	
Feminine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Masculine
	3	2	1	0	1	2	3	
Simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complex
	3	2	1	0	1	2	3	
Necessity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Luxury
	3	2	1	0	1	2	3	
Expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Economical
	3	2	1	0	1	2	3	
Modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Classic
	3	2	1	0	1	2	3	
Playful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Serious
	3	2	1	0	1	2	3	
Sporty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Elegant