**The logo**

1. What words or letters do you want included in your logo?
   * Theme Plant or “Theme-Plant”
2. Do you have a tagline?  Do you want it to be included in the logo?
   * Not included, but one of our products are DIY Terrarium kits that are titled “Theme it yourself”
3. Provide adjectives to describe your logo. Some examples are below.
   * Simple
   * Unique
   * Expressive
   * Memory lane to childhood
   * “Cleanest dirty fun you’ll ever have”

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**Tell me about your company:**

1. Explain what your company / organization is and does.
   * Theme-plant hosts weekend events where customers and their friends [groups] follow an instructor step by step in creating a themed terrarium to take home at the end of the event. We also sell “Theme it Yourself” terrarium kits in the USA.
2. How are you different than your competition?
   * Identified competition: PlantNite, PaintNite, ThePaintMixer, PaintingwithaTwist – these all focus on date-night painting, and almost always with alcohol / social drinking. Theme-plant focuses on drawing customers from unique themes that personally appeal to them and will work almost exclusively in Utah and SLC county. We sell an experience that emotionally connects to people’s roots of who they are – why they like Star Wars or Pokemon and what it means to them – much deeper roots than just a different spin on social drinking.
3. What are the benefits of your product/service?
   * Individual expression / creativity.
   * An experience because they get to learn about plants, interact with their personally identified themes as individuals – it’s a way of being you in a different medium – that you get to take care of / interact and grow every day.
   * Terrariums are keepsakes that last forever if you care for it, so the benefit in terms of emotional connection and keepsake has long-lasting affects than painting or a brief social drinking encounter. A theme you’ll treasure.
4. What attributes of your business / organization would you like your logo to reflect?
   * Modern, clean fun plants. So simple to do, you can Theme it Yourself if you can’t make a class.
5. How do you intend to market your company?
   * Instagram, Facebook, UtahCountyEvents.com, SLC ComicCon, word-of-mouth, Student news publications at local universities

Mood Board – “what emotions do you want to bring out in your customer’s mind?”

High-quality fun that an executive would love on his / her desk, professionally creative designs that grab attention of family/friends/coworkers and allow you to share something deeper and more meaningful with others. Events are fun and almost everyone is learning new things about how plants thrive in various environments, while always being lead on with the purpose to create something that is personally expressive to the attending individual.

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**Goals and Objectives:**

* I’d like a logo that we can launch our company with and grow with us (pun intended) for years to come.

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**Describe what you want designed:**

* It’d be entertaining to see a logo that shows a terrarium in some way of the design, maybe a leaf sticking out at the top? Frankly, we’re unsure of how we’ll convey how we do a variety of different “themes” in our logo or if we even need to.
* Green colors of leaves, dark colors of dirt or cool granite – natural colors are appreciated.

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**Competitors Logo Design**

* <https://www.plantnite.com/> - we appreciate their simple website – but this is clearly an offshoot of <https://www.paintnite.com/> and its logo is an alcoholic beverage. We find this tacky and more difficult to sell as “an experience” that we seek to deliver.
* <https://twigterrariums.com/> … interesting and the color is cool…but I don’t get their logo. No me gusta.
* <https://thezensucculent.com/> - typography is interesting, but lost in the logo. Doesn’t communicate terrariums, themes, experiences, or quality.

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**Who is your target audience?**

* 18 – 32 year olds is the main target audience. We have a LOT of college towns near us that are predominantly Christian as they are leaning heavily on nerdy. We seek to acquire many, many date nights from this audience – as well as to the local communities where most couples are starved and looking for new experiences!
* Our audience is attracted to and shows appreciation of several timeless classic “themes” that they have connected with in their life at some time, such as: Star Wars, Pokemon, Jurassic Park, Harry Potter, Indiana Jones, Avatar the Last Airbender, Mario, Princess Bride. Halo, Lord of the Rings, Pirates of the Caribbean, Guardians of the Galaxy, Batman,
* We want to connect them to that magical memory in their life / childhood and allow them to keep the embers of those precious memories growing – right on their table/desk/windowsill that they can share with their family, friends, or colleagues!

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**Tone & Image:**

Professionally creative and high-quality fun. We’re helping our customers recreate timeless themes of their imagination that they uniquely connect to and that they get to build! Our terrariums – when properly cared for – will last a lifetime and the experience is very enjoyable. Definitely a great date night or gift for that person who has everything.

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**How will success be measured?**

* Classes filled, online orders ordered…sales.

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**What colors would you like to see in your logo?  (It is usually best to stick to one or two colors):**

* Red:  Passion, Anger, Vigor, Love, Danger
* Yellow:  Knowledge, Energy, Joy, Intellect, Youth
* **Green**:  Fertility, Wealth, Healing, Success, Growth
* White:  Purity, Healing, Perfection, Clean, Virtue
* Blue:  Knowledge, Trust, Tranquility, Calm, Peace, Cool
* Black:  Fear, Secrecy, Formal, Luxury
* Purple:  Royalty, Wisdom, Spirituality, Imagination
* Orange:  Creativity, Invigoration, Unique, Stimulation
* **Gray**:  Balance, Sophistication, Neutrality, Uncommitted