**QUESTIONS FOR LOGO DEVELOPMENT:**  
**1. What is the EXACT name that needs to be incorporated into this logo? (Include any subheads or taglines)**

**Exact Name:**Fibers of the World.Com

We also own - Natural Fibers of the World.com

**Sub Heads:**

**Maggie** - Incorporate the word LUXORY fibers vs Common being Cotton and Wool as the alternative type of fiber.

**Karm**: Natural Luxury Fibers for the Discerning Individual (Consumer / Client)

**Mimi** - Natural / Organic /Sustainable

Bringing Luxury Farm Products the World Market

Fusion of Farm and Fashion onto the Red Carpet

Farm to Fashion and onto the Red Carpet

Farm to Fashion and onto the Runway

**2. Describe your business or service. What makes it distinctive from similar businesses, products, or services?**

**Maggie** -my business is ALL alpaca. They are exotic animals with an exotic fiber. The fiber is more elite, luxurious than other wool fibers. Our business is unique we sell alpaca in all of its forms to animals on hoof to elite finished garments and made to custom order, unique and one of a kind.

**Mimi** - Hypoallergenic, Organic, Community, Education, Planet Friendly, Farming,

Produce organic products, clothes, food, gardening, Farming.

**Karm** - This is an inclusive business model of processing, using and producing and selling from a group of farmers.

A Full Circle - sustainable

This is natural, organic - wholesome

**3. Who is your primary audience (s)? Who are you trying to reach? Describe them in as much detail as you can.**

**Maggie** - Wealthy educated, largely urban dwellers that value natural products. locally grown and custom designed and hand crafted.

**Karm** -

Wealthy Progressive Naturalist - comes to see organic techniques, want education and participation, and have money to spend and they spend it on quality and naturals.

Farmers - bring product for processing, new innovations, best practice farm education, expand their farm, education, see a product brought to life, consign, retail

Educator - Constant learners, students of planet and life, lean about natural fibers

Students - field trips,

Artists - seeing other modalities

Consumers - retail store, education, community, creative desire

Families - fun, learning, planet education

Schools - community, education, environment

**Mimi** -

Manufactures - equipmemt demo, innovation, provide seminars

Animal Support Services

**4. What is the key message that you want to communicate with your logo? (in three sentences or less)**

**Karm** -

Luxury

Quality

Timeless

Natural Fibers

**Maggie**- Personally unique garments that are custom tailor made individually by hand. Individually crafted.

**Mimi** -Community, Life, Planet, Education

**5. Describe the culture of your target audience. What is important to them? What do they value?**

**Maggie** -

Educated

Wealthy

Value natural products and organic products

Local grown

Individuality

**Mimi**- Luxurious. Healthly, Organic, Natural Products, Beauty, Soft,

Community, Friendship,

**6. If your business was a car, what car would it be and why?**

**Maggie** - Lemon yellow Cadillac with white leather interior - American made - without being flashy.

It is not imported or European

**Mimi** - Bagottie car, Exotic, Beautiful,

Smooth, soft ride, original.

**Karm** - Convertable, freedom

**7. If you business was a celebrity, what celebrity would it be and why?**

**Maggie** -

Kathern Hepburn - down to earth natural

Lauren Bacall - luxurious

**Mimi -**

Julia Roberts - full of life, beauty and a little crazy and off center,

**Karm** -

Audrey Hepburn - classic, classy

**8. List any color preferences you desire to be incorporated into your logo design.**

**Maggie** -

Earth tones

Reds

Greens

Casa De Arboles - love the circle - natural flow - not sharp borders - not modernistic design

Black as a set off color to the natural colors.

Logos with Elements

**Mimi** -

Earth Tones, Natural Palate, Purples, Reds, Green, Browns, Yellow, Blue, Gray

**Karm** -

Natural Palate, Purples, Reds, Yellow (colors of the Pacific NW during the 4 seasons of the year).   
  
**9. Are there any logos you have seen that are a good representation of the style, color palette, or format of your desired logo. The more examples you provide, the better. This helps us understand what you are envisioning. If you provide web site links I can go look at your favorites – but be sure to tell me what part appeals to you and what does not.**

**Maggie** -

Casa De Arboles.com

Cas Cad Nacfarm.com - alpacas on east coast - like the similar logo

Longneckersalpacas.com - logo is too subtle. Shape is fine, Gives opportunity to focus on specific areas and words.

Magical Farms Alpacas - I like the head shape - they choose mono chromatic which translates to all print and production easily.

DO NOT LIKE - fiberfusion.com logo - no color, forms are too small, concept is great but execution is pour.

DO NOT LIKE - strawberry fields - terrible

**Mimi -**

Fiber Shed

**Karm** -

SnowMass - high end alpaca horse ranch - like design of web site and magazine, Heavy in gold and black lends itself to elegance. DO NOT LIKE THE SHAPE OF THE ICON. TOO INCA STYLE.

DO NOT LIKE - strawberry fields alpacas.com - dorky

We love the concept of the melding of the fibers (of the world)

**10. Who is the ultimate decision maker? What is your internal approval process of this logo design project?**

3 woman working together - must be on the same page

Karmel has the most influence, Maggie has the most Alpaca experience, Marlene will accept our suggestion.  
  
**11. What do you NOT want? Why?**

**Maggie** -

Modern - Avant guard

Bright

Neon

Icon confusion

**Karm** -

Moderistic

Just stylized letters - does not have legs.needs to be used with and without the letters and or the logo