

## GSA Logo Creation

One of my main goals for the year is to create a strong, unified and professional graphic identity for the GSA. The first, and probably most crucial step in this process is the creation of a new GSA logo.

In order to create a the best logo possible--and one that we can all be invested in--I need your feedback. Below is a series of questions that will will inform our graphic designer what direction we want to go in. The more information we can give the designer, the better the chance that they will give us exactly what we want in a logo.

Your participation in this survey is extremely important. Please take the time to fill it out thoroughly and either email it back to me at [doc@gsa.asucla.ucla.edu](mailto:doc@gsa.asucla.ucla.edu) or drop it in my mailbox by November 13, 2006. I really want this logo be representative of all members of the GSA.

### Survey -

1. What does the graduate student body currently think and feel about the GSA?
2. What do we want them to think and feel?
3. What adjectives can be used to describe the way the GSA should be perceived?
4. What are some specific visual goals the brand identity should convey?
5. What is the one main thing that we want to say (*please be specific*)? If you could get one sentence through all the clutter, what would that be?

6. Are there any symbols that you can think of that could convey this message?

7. What do we want to be when we grow up? OR What examples of existing logos do we think are effective? Are there any web sites/companies that have logos SIMILAR to what we're looking for?

8. What do we NOT want to be? What do we want to avoid? Describe features that you DO NOT wish integrated into our logo:

9. What colors would we like to use in our logo?

10. What colors do we NOT want in our logo?

11. What feel would we like our logo to have? (ex. High tech, Formal/Corporate, Contemporary, Casual, Artsy, Antique, Medical, Industrial, Kids, Academic)

12. What is the GSA's most important benefit to graduate students?