**Hearthfire Creative Logo Design Discovery**

Please answer the following questions. The more specific, the better!

1. What specific images or icons do you wish to have in your logo?
2. What specific images or icons do you wish NOT to have in your logo?
3. What color preferences do you have for your logo?
4. What attributes of your business would you like your logo to reflect?
5. What is the overall message you want to convey to your target audience?
6. List your top three competitors.
7. List three logos that appeal to you. Use <https://dribbble.com/> or <https://www.google.com/> to find examples of logos.
8. List three logos that do NOT appeal to you. Use <https://dribbble.com/> or <https://www.google.com/> to find examples of logos.