

1. How would you describe your services and/or products?
 - a. **Hire Park BMX is a BMX track offering practices and BMX racing. We also have a group of experienced riders and a Coach to assist new riders that want to try BMX. We also offer a concession stand with drinks and food.**
2. Key words that describe your company?
 - a. **Family Oriented, Fun, Challenging, Competitive, exercise, skill building, confidence building, networking, work ethic**
3. Key philosophies?
 - a. **Family Oriented**
 - b. **Volunteer based**
 - c. **Fun for all ages (No One Sits the Bench)**
4. What are the long term goals of your company?
 - a. **Increase membership**
 - b. **Community awareness**
 - c. **Stem Program (with schools)**
 - d. **Bike Safety (with local hospital)**
5. Who are your main competitors?
 - a. **Fort Wayne BMX**
 - b. **Steel Wheels BMX**
 - c. **Other sports**
6. How are you different from your competitors?
 - a. **Offer Special events/races**
 - b. **Track condition top notch**
 - c. **UCI level starting hill with ProGate**
 - d. **Concession stand offers nutritional options.**
7. Who is your target market?
 - a. **Kids of all ages**
 - i. **We offer classes from 2 and under through 60 and over (from Pullups to Depends)**
 - b. **New riders to experienced riders (from new rider to Olympic rider)**
 - c. **Families, this sport offers the ability for parents and kids to ride together.**
8. What's the age range of your target customer base?
 - a. **5 to 13 years old**

9. Do you have a tag line? If so, would you like it stated alongside your logo?
- Welcome to the 'Saw (currently on logo)**
 - Where Nobody Sets the Bench**
 - Seven Days without BMX makes one Weak**
 - Its Go Time at the Saw**
 - Jump Somethin**
 - Shinny side up Rubber side down**
10. Do you have any specific imagery in mind for your logo?
- The Saw Sprocket**
 - Open to new ideas**
11. Do you have any color preferences, or existing brand colors?
- Lime Green**
 - Orange**
 - Also have used steel gray in the past**
 - Bright loud colors, make a statement when entering a room and when multiple Hire Park Riders are together they REALLY stand out.**
12. Do you have any colors that you do not wish to use?
- Pastels**
13. What adjectives should best describe your logo?
- RAD**
 - Exciting**
 - Intents**
 - Fun**
14. What feeling or message do you want your logo to convey to those who view it?
- Extreme Sport**
 - Fun**
 - Entertaining**
15. How would you like the typography to appear?
- Bold**
 - Extreme**
Example: script, bold, light, hand drawn, custom lettering
16. How would you describe your company in 1-2 sentences?
- It is a none team sport open to all ages, boy and girls. An alternative sporting facility.**
17. Any logo's you like/dislike?
- We like the Saw, would like to try and expand on this.**
 - Nothing "Stock"**
 - If we change the name on the graphic and still work for another track, we will not like it.**

18. Is there a style of logo you particularly like or gravitate towards (see the below descriptions):

- **Wordmarks** are freestanding word or multi-letter abbreviation groupings comprising a logo, a.k.a. logotypes. Companies with wordmark logos include eBay, IBM, CNN, Google, Kleenex, Saks Fifth Avenue and, *Entrepreneur*.
- **Letterform** logos are comprised of a single letter. Think Honda, Uber, Unilever, Beats and McDonald's.
- **Pictorial** logos are illustrated symbols of recognizable things. Starbucks, Twitter Apple, and Playboy all have pictorial logos. **This is more us**
- **Abstract** logos don't represent anything otherwise recognizable, like abstract art. Perhaps the most famous brand to successfully pull off an abstract logo is Nike. **This is us as well**