

Logo Design Questionnaire

1. Do you have a tagline or a slogan? Would you like to see it incorporated with the logo?
2. What are the marketing and business goals using this logo; what will it accomplish?
3. How would you describe your company/business to someone who has no knowledge of your existence?
4. Describe your target market, gender, age, geography.
5. Will the logo be used in print, online, signs or other materials? What are the immediate plans for logo usage?
6. What do you want your new logo to communicate about your company or products?
7. What logos or websites have you seen that you like or catch your eye?
8. Is there a certain look that you like (include URLs or company names if possible)?
9. Are there any elements that you would like to see included in your logo design? What elements from your old identity do you like or dislike?
10. Do you have any particular point of emphasis you want to see in the design?
11. Do you have any preconceived ideas about the design of your logo?
12. Are there any images or concepts you DO NOT want to see?
13. Do you want your logo to include text only, text and graphic, or graphic only? Do you prefer icon based logo or text based logo or combination of the two? Do you have any specific themes for icon based logo if any you would like us to consider?
14. How many colors would you like used in your logo? List your color preference if you have any.
15. Do you have any ideas for the style of text (font) in your logo?

Please send completed questionnaires to:

BY MAIL:

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