

Logo Design Questionnaire

COMPANY-RELATED QUESTIONS

1. How would you describe your services and/or products?
2. What are the long term goals of your company?
3. Why do you want a new logo? (if they already have one) What do you want your new logo to accomplish?
4. Who are your main competitors?
5. How are you different from your competitors?
6. What's the age range of your target customer base?

PROJECT-RELATED QUESTIONS

7. Do you have a tag line? If so, would you like it stated along side your logo?
8. Do you have any specific imagery in mind for your logo?
9. Do you have any color preferences, or existing brand colors?
10. Do you have any colors that you do not wish to use?
11. What adjectives should best describe your logo?
12. What feeling or message do you want your logo to convey to those who view it?
13. How do you prefer your logo to be worded or written out?
Example: FergusDesign or the Fergus Design
14. How would you like the typography to appear?
Example: script, bold, light, hand drawn, custom lettering
15. Where will you logo be used?
Example: print, web...

16. Where will your logo primarily be used?

If the primary usage is for the web, typically horizontal logos work best.

17. What's your preferred deadline, time frame or exact date of completion?

18. Budget?

19. Would you like any addition design services to be packaged with your new logo?

Example: business cards, envelops, letterheads, etc.

20. What logos appeal to you and why?

Any other comments?