

Logo Design Questionnaire

1

What name do you wish to use in your logo design?
(Please ensure you have registered any associated domain names).

2

What specific tagline do you wish to see in your logo design (if any)?

3

Do we have free reign to use upper and lower case characters where appropriate?

4

What is your business sector?

5

What kind of products and / or services do you provide?

6

Where do you intend to apply your logo?

7

Who is your target market?

8

What kind of feel would you like your logo to project? i.e. Corporate, classy, fun.

9

Which of the following logo styles do you prefer?



Icon above text

☐


Icon at side of text

☐


Icon & text incorporated

☐


Enclosure

☐


Text only

☐


Custom Text

☐

10

Which of the following font styles do you prefer?

Serif

☐

Sans Serif

☐

Script

☐

BLOCK

☐

DECORATIVE

☐

Heavy Script

☐

11 Are there any specific elements (pictures for example) you'd like to see in your design?

12 Are there any specific elements you **do not** want to see in your design?

13 What are your preferred colors?

14 Which colors do you dislike (if any)?

15 How many colors would you like to use in your design?

16 Please mention any specific existing logo styles which you favour

17

Is there any additional information you'd like to add which would help?

