Logo Identity Design Questionnaire

Your logo defines your style as a company. It is important that we design a logo that reflects your company accurately. This questionnaire will help us get a better idea of what your style is and what message you want to convey with your logo. Please attach samples, draw sketches, or do anything else you can think of to convey your preliminary ideas to us.

Logo Design Details

Type your Company Name exactly as you wish it to be used in your logo	
Please provide a tagline or a slogan if you have one.	
If you have a slogan or tagline, do you want to incorporate your tagline or slogan with the logo?	
If yes, please provide your tagline or slogan	
Please provide your motto or mission statement	
Please describe your company. What type of products/services do you/will you provide?	
When you think of your business, what words come to mind (be as creative and descriptive as possible)?	
When you think of your business do any images pop into your head, and if so what are they?	
Describe your direct competition; provide addresses to their websites if available.	
Are there logos and/or graphics that you really admire? Please paste in the URLs to them. Please provide an explanation as to why they appeal to you (These do not have to be businesses that are similar to yours).	
Are there logos and/or graphics that you dislike? Please paste in the URLs to them. Please provide an explanation as to why they do not appeal to you (these do not have to be companies).	
What are the marketing and business goals using this logo; what will it accomplish?	
Describe your company/business to someone who has no knowledge of your existence.	

Describe your target market, gender, age, geography.	
What do you want your new logo to communicate about your company or products?	
Please state your creative strategy (pointers, ideas, or buzzwords).	

Perception

What image do you most want to project to your prospective customers/visitors (i.e. clean and simple, high tech, fanciful, elegant)?	
When you think about a logo for your business what images come to mind?	
If you want your logo to be animated, please describe your idea.	

Schedule of Delivery

When would you like the logo development to start?	
What is the desired time frame for development of this logo?	
Expected date of completion?	

Look and Feel

Are there any elements that you would like to see included in your logo design?	
If this is a redesign, what elements from your old identity do you like or dislike?	
Do you have any particular point of emphasis you want to see in the design? Please state:	
Do you have any preconceived ideas about the design of your logo?	
Are there any images or concepts you DO NOT want to see?	
Do you want your logo to include text only, text and graphic, or graphic only?	
Do you have any ideas for the style of text (font) in your logo? Please state.	
Do you have any sketches, samples, etc that you wish to send to us for review? Please describe method of delivery.	
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?	
Do you have a color scheme in mind for your logo? If not, have you thought about colors and color schemes?	
Are there any colors that you absolutely dislike? Please state.	
Additional comments? Please state.	

Reset Form