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| **LOGO**  **QUESTIONNAIRE**  *“Help us envision YOUR vision… and bring it to life”* |

## 

## 

## 

## **Introduction**

Please fill out this Google doc to the best of your ability (feel free to share it with your team members for them to comment on as well). Then we can hop in and comment with some feedback or insights and ask clarification questions. This will document the evolution of our collective ideas and movement towards a final result.

### 

### **Is this an update for an existing logo? If “No” skip to question #2**

|  |
| --- |
| **Keeping the color scheme?** |
| {1\_q\_a} |
| 1. **Keeping the fonts?** |
| {1\_q\_b} |
| 1. **Keeping the layout?** |
| {1\_q\_c} |
| 1. **WHAT are we changing?** |
| {1\_q\_d} |
| 1. **WHY are we changing the logo?** |
| {1\_q\_e} |
| 1. **List 5 words that describe the new logo** |
| {1\_q\_f} |

### 

### **2. What is this logo for - product? Website? Where will it be used?**

|  |
| --- |
| {2\_q} |

### 

### **3. What elements are you hoping to incorporate logo? (text, icon, both?)**

|  |
| --- |
| {3\_q} |

|  |  |  |
| --- | --- | --- |
| EXAMPLES: | | |
| sony-logo1.jpg | texaco-brand-logo-1024x1024.jpg | 768px-Apple_logo_black.svg.png |
| Text based | Icon and text | Icon |

### **4. Do you have examples of logos you like?**

|  |
| --- |
| {4\_q} |

### **5. Do you have existing brand colors that we are to tie in with? If “No”, do you have a color scheme in mind?**

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| --- |
| {5\_q} |

### 

### **6. What should the logo communicate or emphasize to those who are seeing it for the first time?**

**Bold** the words you want the brand to identify with and add a comment below to explain why. Refer to some illustrated examples on the next page to help you understand what each word means.

|  |  |  |  |
| --- | --- | --- | --- |
| Classic | Modern | Economical | Luxurious |
| Mature | Youthful | Geometric | Organic |
| Feminine | Masculine | Abstract | Literal |
| Playful | Sophisticated |  |  |

### 

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| --- |
| {6\_q} |

|  |  |  |
| --- | --- | --- |
| classic-logo.png | **CLASSIC - MODERN** | modern-2.png |
| scale.png | | |

{grp\_1}

|  |  |  |
| --- | --- | --- |
| Screenshot 2017-01-23 17.06.01.png | **MATURE - YOUTHFUL** | Screenshot 2017-01-23 17.05.53.png |
| scale.png | | |

{grp\_2}

|  |  |  |
| --- | --- | --- |
| Screen Shot 2017-01-20 at 10.11.16 AM.png | **FEMININE - MASCULINE** | Screen Shot 2017-01-20 at 10.12.40 AM.png |
| scale.png | | |

{grp\_3}

|  |  |  |
| --- | --- | --- |
| Screenshot 2017-01-23 17.08.57.png | **PLAYFUL - SOPHISTICATED** | Screenshot 2017-01-23 17.09.06.png |
| scale.png | | |

{grp\_4}

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| --- | --- | --- |
| Screenshot 2017-01-23 17.12.54.png | **ECONOMICAL - LUXURIOUS** | Screenshot 2017-01-23 17.13.01.png |
| scale.png | | |

{grp\_5}

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| --- | --- | --- |
| Screen Shot 2017-01-18 at 11.33.56 AM.png | **ORGANIC - GEOMETRIC** | Screen Shot 2017-01-18 at 11.33.51 AM.png |
| scale.png | | |

{grp\_6}

|  |  |  |
| --- | --- | --- |
| Screen Shot 2017-01-18 at 11.24.43 AM.png | **ABSTRACT - LITERAL** | Screen Shot 2017-01-18 at 11.24.47 AM.png |
| scale.png | | |

{grp\_7}