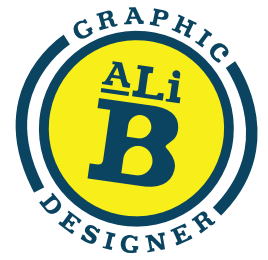


LOGO QUESTIONNAIRE



COMPANY NAME

COMPANY WEBSITE

WHAT DOES YOUR COMPANY DO?

CHOOSE 3 WORDS TO DESCRIBE YOUR COMPANY
& HOW YOU WANT IT PERCEIVED

WHAT IS THE ONE THING THAT MAKES YOU UNIQUE?
STAND OUT FROM COMPETITORS?

WHO ARE YOUR COMPETITORS?

DESCRIBE YOUR TARGET AUDIENCE

THE FOLLOWING ARE CHARACTERISTICS OF GOOD
LOGOS. PLEASE RANK THE TOP 3 QUALITIES YOUR LOGO
SHOULD CONVEY:

- ☒ 1 MEMORABLE/RECOGNIZABLE
- ☒ 2 CREDIBLE
- ☐ ESTABLISHED
- ☐ CONTEMPORARY
- ☒ 3 STYLE (OF TARGET DEMOGRAPHIC)

THERE ARE, OF COURSE, COUNTLESS WAYS A LOGO CAN
BE DESIGNED. A GOOD STARTING POINT, THOUGH, IS TO
ESTABLISH WHICH BEST DESCRIBES ITS TREATMENT:

- ☒ MODERN/NOW
- ☐ CLASSIC/CONSERVATIVE
- ☐ IN BETWEEN/TIMELESS

WHAT ARE THE MOST IMPORTANT PLACES THE LOGO
WILL APPEAR? IE. WEB, BUSINESS CARDS, FLYERS

WOULD YOU LIKE ANY OF THESE TO BE DESIGNED?

- ☐ NO
- ☐ NOT JUST YET!
- ☐ YES (SPECIFY WHICH)

NAME

EMAIL

PHONE

ARE THERE ANY MUST-HAVES OR NICE-TO-HAVES?
IE. COLOR, EXISTING SYMBOL

ANYTHING TO AVOID?

ARE YOU AIMING FOR A PARTICULAR DATE TO LAUNCH?

WHAT IS YOUR TARGET BUDGET?

FIND 2-3 EXAMPLES OF BRANDS THAT RELATE TO YOURS IN THE
FOLLOWING CATEGORIES: (PUT WEBSITE WHERE POSSIBLE)

BRAND IN SIMILAR POSITION AS YOU
(NEW, SMALL, REBRAND)

APPEAL TO SAME TARGET GROUP

APPEALING SYMBOL, COLORS, LOOK & FEEL

COMPETITORS OR SIMILAR POSITIONING

PERSONALITY

ANYTHING I MISSED?