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**Logo Design Questionnaire**

# Company Details

What is the name of your company?

XSell Marketing

Do you have a tagline or a slogan? Would you like to see it incorporated with the logo?

We sell you Excel

# Target Audience

What are the marketing and business goals using this logo; what will it accomplish?

Giving a positive and Professional approach at the same time approachable view for the customers

How would you describe your company/business to someone who has no knowledge of your existence?

We are an Outsourced Marketing Company which is very innovative and results driven

Describe your target market, gender, age, geography.

Small to Medium Sized Business male / female , 25 – 50 Canada

# Logo Design Details

Will the logo be used in print, online, signs or other materials? What are the immediate plans for logo usage?

Websie , Business Cards, Letter head immediately later on corporate stationary

Will you require a style guide developed for the new logo? (list of all fonts & colors used in logo)  
Suggest us

What do you want your new logo to communicate about your company or products?

Professional and approachable , new generation of marketers

Describe your direct competition; provide addresses to their websites if available.

<http://salesfocusinc.com/>

<http://dnesales.com/>

<http://www.pinhomarketing.com/>

<http://www.mediative.com/>

<http://www.6smarketing.com/>

<http://www.honeycombdirect.com/>

<http://www.redwheelmarketing.com/>

What logos or websites have you seen that you like or catch your eye?

Look at the above sites

Are there any elements that you would like to see included in your logo design? What elements from your old identity do you like or dislike?

Are there any images or concepts you DO NOT want to see?

The logo should also match the website under contruction www.xsellmarketing.ca