



## LOGO DESIGN QUESTIONNAIRE

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1. Please write your business name exactly as you would like it to appear in your logo.
  
2. Do you have a tag line that you will use with your logo? If so, please write it below. NOTE: A tagline should not always accompany your logo.
  
3. Please list any well known logos that you like, explain what you like about them, and what aspects if any, that you would like to incorporate into your logo.
  
4. How would you describe your business to someone who has never heard of your company before?
  
5. Please describe your target market. Gender, age, location.
  
6. Who are your competitors? Please include links to their websites if applicable.



7. Please provide some adjectives that you would like your logo to communicate to viewers (i.e. prestigious, artistic, warm, inviting, fun, established, strong, etc...).
8. Do you want your logo to be text only, or would you like an icon created? If you would like an icon, do you have any symbols or images that you would like incorporated? *(See Page 3 for examples)*
9. Where will the logo be used? (Print, Online, Signage, etc...)
10. What are your color preferences?
11. Please note anything else that might be helpful in creating your logo here:



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### LOGO EXAMPLES

#### Icon

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#### Text Only

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#### Illustration Based

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#### Seal

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