

The secret to a solid logo design is crafting a logo that best represents not only your company but also your company mission statement, goals, ideas and desires. The following questions will assist me in knowing more about your company and your expectations for the design. You can choose not to answer questions if they are not applicable, but the more detail I have to work with the better chances your logo mark will match your target audience and goals for your business. I look forward to crafting a logo that can represent your business for years to come.

COMPANY INFORMATION

1 - What is your company's name? *(Please ensure you have registered any associated domain names.)*

2 - Do you want this name to be part of the logo?

yes

no

3 - What is your company's tagline? *(Leave open if you do not have a tagline.)*

4 - Do you want this tagline to be part of the logo?

yes

no

5 - What is your company's established date? *(Just the year will do.)*

6 - Do you want the established date to be part of the logo?

yes

no

7 - What is your business sector? *(Choose your main sector.)*

8 - What kind of products and/or services do you provide?

9 - Who is your target audience? *(demographic, geographic, psychographic, behavioural ...)*

10 - Who is your main competitor? *(similar business in the same sector, region, target group)*

11 - What is unique about your product/service that your competitor does not offer?

LOGO DESIGN INFORMATION

1 - Where do you intend to apply the logo?

2 - What kind of feel would you like your logo to project? (i.e. funny, corporate, high class ...)

3 - How many colours would you like to see in your logo? (Specify if possible.)

4 - What colour(s) do you **NOT** want to have in your logo?

5 - Are there any specific elements you want included in your logo? (shapes, letters ...)

6 - Are there specific elements you do **NOT** want included in your logo? (shapes, letters ...)

7 - What kind of logo style do you like/want? (You can check multiple examples.)



8 - What kind of font style do you like/want? (You can check multiple examples.)

Brand

Brand

Brand

Brand

Brand

Brand

Brand

Brand

9 - What existing logos do you think might match your expectations or be a good fit style wise for your company? *(Just name the company.)*

A logo is just a small part of a company's identity. Colors, fonts ... are also a part of the identity known as company identity. This is to ensure that the company's image towards the outside world is always on point.

10 - What would you like developed for your company?

just the logo company identity

11 - What other products would you like to have designed? *(Check whatever you need.)*

business card	letterhead	envelope
folder	business profile	publication design
flyer	poster	banner
wall sign	email signature	social media profile
vehicle branding	clothing branding	other <i>(specify below)</i>

12 - Is there anything else you would like to add?

Please return this document so that we can start our cooperation. You can always contact me if you have any more questions. Thank you.