



design a page  
image to perfection

LOGO DESIGN QUESTIONNAIRE:

There are certain questions we like to ask a client prior to beginning the logo design process, to ensure good, clear communication. It may seem like a long list but it helps us to know what you, our client, needs and expects from your finished logo/branding. It also helps to clarify your own vision for your business branding. Please fill in this questionnaire.

QUESTIONS ON YOUR BUSINESS:

What is the name of your business?

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Describe in **one sentence** your business/service

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If you are not a new business start-up – what are the reasons you want a new logo?

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What are your business short term, medium term and long term goals?

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Who are your potential clients?

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What do you want your new logo to achieve?

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Who are your main competitors and how do you differ from them?

*Please provide links or image of your competitors*

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.....  
.....

What's the age range of your target customer base?

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#### QUESTIONS ON YOUR LOGO:

How do you prefer your logo to be worded or written out? *Example:*  
*design a page or design a page*

.....

Do you have a specific idea in mind for your logo?

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What is your tag line? Would you like it to be with your logo?

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Do you have any specific imagery in mind for your logo?

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Do you have any colour preferences, or existing brand colours?

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Do you have any colours that you do not wish to use?

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What adjectives should best describe your logo?

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What feeling or message do you want your logo to convey to those who view it?

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How would you like the typography to appear?

*Example: script, bold, light, hand drawn, custom lettering*

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Do you want any particular fonts in your logo?

*Example: Arial, Verdana, Tahoma etc*

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Where will your logo be used?

*Example: print, web...*

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.....  
What logos appeal to you and why? *Please provide images or links*

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Do you have any additional comments?

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.....  
Thank you for your time and patience in filling out this questionnaire.