



LOGO DESIGN QUESTIONNAIRE

COMPANY NAME:

The design of your business logo is an important first step in the creation of your business image. Ideally this one symbol should be able to convey what your business is about or at least distinguish your company name in an attractive and unique setting. We want to give you a great custom logo that fits your business and is attractive to your target audience. We have put together the following questionnaire in order to understand the image you wish to create.

1. Please describe your business in detail.
2. Who is your target audience? Who do you want this logo to appeal to? Please specify and list any special tastes or desires or anything else that may catch the eye of your target audience.
3. List several single words that describe your business' philosophy, ex. Strength, Service, Fast, Flexible, Professional etc.
4. Do you have a symbol that represents your company or is there a symbol that represents your industry that you would like used in your logo?
5. Does your company or industry have a color scheme you would like used in your logo? Specific Pantone Colors? If not, are there any colors you would like to try to use in your logo.
6. What is the exact wording you want to have included in your logo?
7. Do you already have a concept that you have in mind for your logo? Please describe, in as much detail as possible, the look and feel of your logo listing all desired icons, shapes, colors, text, imagery, etc.
8. After reviewing our portfolio, which of logos we designed did you find most appealing, and why?

9. Additional Comments: