

Comprehensive Logo Design Questionnaire

The information supplied herein is regarded as confidential

Contact Details

1 Project start date: _____ / _____ / _____

2 Initial samples to be delivered by: _____ / _____ / _____

3 Your Full Name: _____

4 Full Name(s) of any others involved in the project:

5 Company Website: _____

6 Contact email Address: _____

7 Contact Telephone: _____

8 Business Address: _____

Company Insight

1 What is the name of your company? _____

2 What is your company tagline (if any)? _____

3 When was the company founded? ____ / ____ / ____

4 Number of Staff: _____

5 Please sum up the undertakings & functions of the business:

6 Who is your target market? _____

7 What keywords or phrases might be associated with your business?

(This helps to fine tune your logo in accordance with the perception of the target market).

8 Is your company unique or one of many? _____

9 Who are your regional / national / worldwide competitors?
(Please ensure that competitor research is thorough since this is a very important factor in building your identity).

10 Which key points separate you from competitors?

Design

1 What style of logo do you envisage?

(Please check box or boxes).



lateral symbol



symbol above



text only

2 What feelings and emotions would you like to project through your logo?

3 At a glance, how should the logo depict your business in the market?

(Consider how you'd like to appear different from the competition).

4 Where will your logo be used?

5 Where is the main place where your logo will be used?

6 Should the logo be simple in its form or detailed?

(Consider the above answers. Detailed logos will lose legibility at small sizes).

7 Do you have any special visual styles you'd like the logo to have?

(Consider if the logo should represent the company age i.e. a vintage style or if it should hold a modern quality).

8 Do you have a preference for any colours?

9 Are there any colours which should be avoided?

10 What is the maximum number of colours you'd like in your logo?
(Consider the simplicity / complexity of your general branding and printing).

11 Should your tagline (if any) be included in the logo?

12 Please state the brand names of logos which appeal to you:
(These might pertain to any industry).

13 Please state the brand names of logos in your industry which appeal to you:

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Is there anything else you'd like to state which would be useful to the project?

* Please be sure to provide visual references relating to any answer(s) given.

The more information provided, the better we can serve you to develop your identity.

Thank you for taking the time to complete this questionnaire.