

LOGO & BRAND IDENTITY DESIGN QUESTIONNAIRE

What is your company / organization / product / service name?
(This is the full written name needed for the logo)

What was the idea behind the name? where did it come from?

What does your company do?

If you had to describe your business in one word, what would it be and why?

Is this a new project or a re-design of an existing brand?

Do you have a tag line? If so, please provide it.

What are the strengths of your company?

What are the long-term goals of the company?

Who are your main competitors?

Who is your primary target audience?

What is the target audience's age group? male or female?

Where do most of your audience live?

What are the values and/or mission statement of your company?

Do you have an existing logo? If so, please send us.

What do you like and dislike about the current logo?

Which of these words is a better fit for your brand?

Traditional or modern? Friendly or corporate? High end or cost-effective? Consumer or Trade?

What colors or color palettes do you like and why?

Where will the logo be mainly used? Print, web, etc.?

Are there any elements from the existing logo that you'd like to keep and why?

In your opinion, what defines a successful logo?

Are there any restrictions to consider when designing the new logo?

Are there any logos that you particularly like and why?

Do you have a deadline that needs to be considered?

Do you have any additional comments?

Name / Tel / Email / Web: