

## LOGO & BRAND IDENTITY DESIGN QUESTIONNAIRE

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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?

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

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? Where do they live?

What is a customer persona? (age, sex, education, income, sensitivity or curiosity)

What is the primary message do want to convey to your customers?

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

Do you have an existing logo? If so, What do you like and dislike about the current logo?

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

Which of these words is a better fit for your brand? Modern or Classic? Professional or Casual? Friendly or Corporate? High end or Cost-effective? Feminine or Masculine? Sporty or Elegant?

If your brand was a person, how would you describe it to a friend?

What colors or color palettes do you like and why?

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

Are there any logos that you particularly like and why?

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

Who are the decision makers on this project? Do you have a deadline that needs to be considered?

What are the Deliverables for the visual identity?

Do you have any additional comments?

Name / Tel / Email / Web: