

Logo Design Questionnaire

Please take a few minutes to answer these questions as thoughtfully and completely as possible because it helps us understand what you want in your new logo design. If you're unable to provide an answer to a question, please feel free to leave it blank, however the more information you are able to provide us, the better. If you have any questions, do not hesitate to call us.

When you're done, simply click the Submit button on the last page to email this completed form to us.

Section 1: YOUR BUSINESS

1. What is the name of your business? *

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

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

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

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

6. What do you like or dislike about your competitor's branding?

7. Who are your potential clients?

Section 2: YOUR LOGO

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

2. Do you want to use existing brand colors or a particular range of colors?

3. Are there any colors that you do not want to use?

4. Do you have a particular font you would like to use—or ones you definitely do not want to use?

5. What words should describe your logo?

6. What message or emotion do you want your logo to portray?

7. Does your logo have a tagline? If yes, is your tagline to appear with your logo on all of your branding?

8. What types of logos do you like? Choose up to 3.

Symbol or Icon (Brand Mark)



Gives a clear representation of your company's identity without the use of words. Often used for companies with a global presence to help the brand cross language barriers or when the company name itself is too long to be used as an abbreviated lettermark. Often the symbol/icon is abstracted or stylized to help it be memorable and recognizable to the prospective audience.

Typographic



Typographic logos consist solely of text, often stylized or designed using a unique font. This tends to work best with company names that are very distinctive, or for companies that are just getting started. These are more direct and to the point, and can evoke almost any feeling that's desired simply through type choices and customization. According to a recent study, 37% of the top 100 brands in the world use a typographic logo style.

Lettermark



Lettermark logos are often very simple, and when creating a logo, simplicity is everything. They are comprised of text (like typographic logos), but they highlight the company's initials or first letter instead of the full name. This is helpful for company names that have a difficult pronunciation, spelling, or are long-winded (think "IBM" over "International Business Machines").

Emblem



Emblems simply encase the company or organization's name within the graphic portion of the logo so that the two are inseparable. These often tend to look like official badges or seals, making them attractive options for political and government organizations. Occasionally they are used by other companies (think Starbucks) with great success.

Combination Mark



Logos with both text and a symbol/icon are combination marks. These generally provide flexibility for the use of either or both elements, and look as good with the elements separate as they do together. This is a very popular logo style, since it spells out a company's name while associating it with a visual icon at the same time. Because of the added complexity, these tend to require a little more time to create.

9. If this is a redesign, what elements from your old logo (identity) do you like or dislike?

Section 3: PROJECT INFO

1. When do you want your logo to be ready? *

2. What is your budget? *

3. Would you like any additional design services with your new logo?

Yes No

(eg. business cards, letterhead and other stationery, social media icons/banners, advertising material, etc.)

If yes, please explain:

4. Is there anything else you'd like us to know?

Your Name *

Email *

Phone

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