

# Logo Design Questionnaire

Please take some time to fill in the questionnaire below - fill in as much or as little information as required. There is room for extra notes at the end of the document.

## 1. General Information

Business Name:

Company Contact:

Do you have a current logo/brand?:

(if so, please submit)

Type of Business:

## 2. Background

What is the purpose of your business?

Who are you customers?

Is there a story behind the name or type of business?

### 3. Market Position

Who are your main competitors:

(Please add URLs if available)

How is your company different from the competition?

What is your unique selling point?

### 4. Target Audience

Describe your target audience:

What appeals to your target audience?

## 5. Brand

Does your business have a slogan / tag line that should be included with the logo?

What feeling/message do you want the brand to convey?

How should your business be perceived by your target audience?:

## 6. Objectives

What message do you want the logo to communicate?

What do you want the new logo to achieve?

## 7. Mark

Does your brand require a mark?

Please list any imagery that could compliment your brand, or be used as a mark:

Is there any particular imagery that should not be used:

(e.g. similar imagery to a competitor)

How often will the logo be seen without context?

How much does the name alone contribute to the brand?

## 8. Usage

On what medium will your logo primarily be used?

Please list any other potential uses for the logo:

(e.g. signage, clothing, stationery etc)

## 9. Style

Please list some keywords that will help to define your identity:

(dark, corporate, bright, modern etc)

What colours would be appropriate for your brand?

What colours would not be appropriate?

Do you have a preference for the style of typeface used in your logo design?

(e.g. clean, modern, sans, sans-serif, script, organic, hand drawn etc)

Describe your intended logo's look & feel:

(If it helps, describe your logo's intended persona. i.e. a description of your logo as if it were a person)

## 12. References

Please list names of organisations who have logos that you like or dislike and why. Where possible, please include a URL example.

Name:

URL:

Like / Dislike:

Name:

URL:

Like / Dislike:

Name:

URL:

Like / Dislike:

Name:

URL:

Like / Dislike:

### 13. Extra Information

Please add any extra information that may help in the design process for your logo:

