

LOGO/BRANDING QUESTIONNAIRE

ACCOUNT INFORMATION

What is your company's complete name?

What is your company's slogan/tagline (if any)?

Website Address _____

Business Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Name of Primary Contact _____

Phone _____ Email _____

BRAND

What goods / services do you offer?

What is your brand's mission statement?

Who is your target audience / who are you trying to reach?

Who are your major competitor(s)? What do you like or dislike about their branding?

Do you currently have a logo?

- No
- Yes, I would like my existing logo “freshened up”
- Yes, I would like a complete rebrand

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

- No, I am open to any concepts
- Yes, my idea is:

Are there any logos you like, and if so, why?

Check the top 4 items that best describe your desired brand

- Rugged
- Graceful
- Playful
- Serious
- Budget
- Luxury
- Simple
- Complex
- Other _____

What logo type do you prefer?

- Lettermark
*Lettermark logos are also called “monogram” logos. **Examples: ESPN, BBC***
- Wordmark

Wordmark is similar to Lettermark, but includes the company name. This type of logo typically works best for companies with shorter names. **Examples: Jeep, Pandora, Google**

Combination

Combination logos include a company name in addition to a pictorial icon. These types of logos work well for all types of businesses because they typically tell you the brand name and also give you an idea of what their brand is about. **Examples: Toyota, Wendy's, Wal-Mart, John Deere**

Other _____

What type of "look and feel" would you like for your logo to convey?

Minimal

or

Complex

Many legal firms prefer a straight-forward minimal design. On the other hand, a logo design for a musical festival or county fair might be a lot more complex.

Modern

or

Classic

Modern logos tend to use more casual sans-serif fonts and don't mind embracing color. Classic logo design tends to use serif fonts with muted color palettes.

Loud

or

Subtle

Loud logo styles often include bold colors, fonts and generally have a lot of components to the logo design. Quiet logo styles tend to use more muted tones or single colors and abide by the less is more adage.

Other _____

Are there any color(s) you have in mind for your logo?

No, I'm open to any suggestions!

Cool Colors

Cool colors include green, blue, and purple, and variations of those three colors. They typically evoke feelings of warmth and comfort.

Warm Colors

Includes yellow, orange, red and variations of those three colors. They typically evoke feelings of energy, positivity, and coolness.

Neutral Colors

Includes white, gray, brown and variations of those three colors. Neutral colors can also lean warmer or cooler depending on their undertones. They typically evoke feelings of calmness.

Other _____