



LOGO QUESTIONNAIRE

Help be strategic with your new logo design! The following questions are designed to help us clearly understand your business and audience, and to create a concise set of design objectives. Give as much information as you can, as even the smallest piece of information could make a big difference!

BUSINESS INFORMATION

Name of Business

Location:

Industry:

What services or products does your business provide?

BRANDING

Do you have a current logo?

(If yes) What elements from your previous logo would you like to retain?

Yes

No

Describe your business identity in 5 words.

Choose 3-5 descriptive words that capture your brand style.

What is the vision or mission statement of your business? *(in a few words)*

Does your business have a tagline/slogan that should be included?

DESIGN PREFERENCES

What colors/palettes might you prefer?
Why?

What logos do you like and why?
(Include links)

What logos do you dislike and why?
(Include links)

Where will the logo be primarily used?

TARGET AUDIENCE

Who is the primary target audience? (who is most likely to use your services/product?)

Which gender are you targeting?

- Males
- Females
- Both

Where do most of your customers live?

Any other information here (*links, ideas, concerns, etc.*)



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