LOGO QUESTIONNAIRE

GENERAL:
Name of your organization/product (as you would like it to appear in your logo):

Meaning of your organization/product's name. Why did you choose it?

What does your organization stand for? What single most important message do you want to communicate?

Tagline (if you have one and you want to include it in your logo):

Size/longevity of your organization (start-up, well-established, etc.):

Location:

Products/services you provide:

What do you love about your organization?

Why are you involved in this organization?

If your organization were a human, what would its personality be like?

Organizational values:

PREVIOUS DESIGNS:
Do you have a logo that you have been using?
If so: Was it successful or not? Why? Did you do the design yourself or did you hire a designer or design studio? Should your new logo be based upon that piece? How much should we stick to it? Please email us a copy or provide a web URL if available.

COMPETITION:
Who are your competitors? Who offers services similar to those that you offer?

What makes your organization stand out from your competitors?

How do you currently market your organization?

Is that working well for you? How do you find new clients?

Which other company logos do you like? Why? Do you like your competitors' logos?
What aspects of their design you like/dislike? Please attach examples or provide us with web URLs if available. (This is particularly helpful for us to determine your taste and preferences for logo designs and art styles).

STYLE:
What type of overall feel would you prefer your logo to have? (i.e. corporate, high-tech, artsy, fun, etc.)
Clean or busy? Do you prefer curves or straight lines?

Do you have any existing ideas for the design of your logo? Do you prefer a type-only logo, a logo that is only a symbol, or a logo with the name of your company and a symbol? Do you have a particular symbol in mind? Any preferences regarding fonts?

Preferred or organizational colors (if any):

Disliked colors (if any):

Are there typestyles already identified with your organization that you would like to carry over into the logo design?

Are there any images/ symbols/ things that we may associate with your business that you specifically **don't** want your logo to include?

AUDIENCE:
Who are your ideal customers/clients? What industries do they work in? What level are they at in their company? Are they male or female? Age range? Economic & social status? Any other characteristics or adjectives you can think of to describe them?

If your business is a service business, why do your customers/ clients come to you? What are their primary needs and concerns? What problems do you solve for them? Why do they choose you over your competition?

If your business is a retail business, why do people buy your products? How do they find your products? What makes your products different from the others that are similar in your field, or are they entirely new and different?

If you sell both services and products, is there one that you concentrate on? Which brings you more revenue?

How do you think your audience perceives you?

What look and feel would you like your business to convey?

What goals do you want to achieve with your new logo? Establish a name, a reputation. Convey a solid company?

Does the design need to reflect any local aspect of your business (i.e. city, state, country, etc.)? Should we take any cultural characteristics into account?

PRINTING:
Should we design your logo with a fixed number of colors, or will it be a full-color design?

Will you also need a black and white version?

How do you anticipate using the logo? (business cards, letterhead, website, signage, programs, etc.)