

Logo/Brand Identity Questionnaire

Required for Logo/Branding Quote

I cannot stress enough how incredibly important your cooperation is in answering as many of these questions as you possibly can.

It guides me in creating the most effective Logo/Brand for your specifications.

1. What is your company name?
2. What is your website address?
3. Describe your business and services.
4. Who are your main competitors?
5. How do you differ from them?
6. Age range of target audience?
7. What does your company name mean?
8. What was it derived from?
9. What is your brand tagline/slogan?
10. Do you have any specific imagery or icons you would like to appear in your logo?
(if yes, please explain)
11. Do you have a color preference, existing brand colors, and/or colors you do NOT wish to include in your logo?
12. What adjectives would best describe your logo?
13. What overall message do you want your logo to convey to your target audience?
14. Preferred font or lettering type?
(ex: serif, sans serif, light, bold, etc)

15. Where will your logo be used?
(Print, Web, both, Vinyl Decal, other)

16. What is the smallest size your logo must still be readable?

17. Budget?

18. Deadline?

19. Will you be requiring any flyers/brochures/websites or other design services that you'd like your new logo to appear on?

20. Do any existing company logos appeal to you?
(Please provide website links if possible)

21. Any additional information?

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