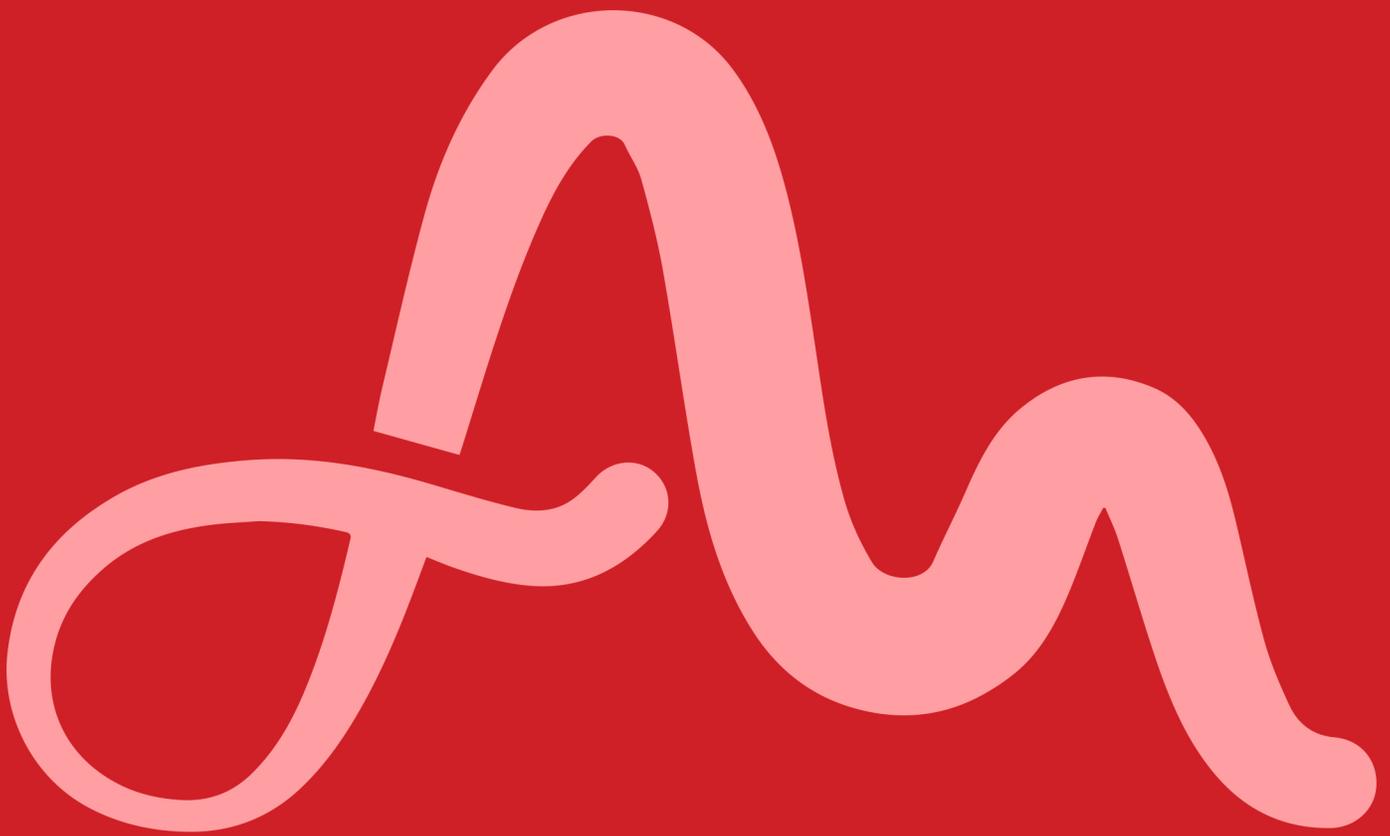


Logo Questionnaire



AGENDA MARKETING / LOGO QUESTIONNAIRE



YOUR BUSINESS

1. What is the name of your business?

2. Describe in one sentence your business/service. (Difficult but vital!)

3. If you are not a new business start-Up – What are the reasons you want a new logo?

4. Who are your main competitors and how do you differ from them?

5. What do you like or dislike about your competitor's branding?

6. Who are your potential clients?

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

AGENDA MARKETING / LOGO QUESTIONNAIRE



YOUR LOGO

8. Do you want to use existing brand colours or a particular range of colours?

9. Are there any colors that you do not want to use?

10. Do you have a particular font you would like to use or ones you definitely do not want to use?

11. What words should describe your logo?

12. What message or emotion do you want your logo to portray?

13. Does your logo have a tag line?

14. Is your tag line to appear with your logo on all of your branding?

15. Where will you logo be used (ie. Internet / print)?

AGENDA MARKETING / LOGO QUESTIONNAIRE



YOUR LOGO

16. What logos do you like and why?

17. When do you want your logo to be web/print-ready?

18. Would you like any additional design services alongside your new logo? (Eg. Business cards, letterheads & other stationery, social media icons/banners, advertising material etc.)

19. ANY OTHER COMMENTS?

Thank You



Go Over

HOME

ABOUT US

CONTACT

*Your visual essence
starts with your LOGO*