

Logo Questionnaire

Client:

Company Name:

BRAND VALUES AND ATTRIBUTES:

1. What best represents your brand? (Ex: Apparel, Essential Oils, Marketing Services)

2. Who are your competitors? This will help see how others present themselves, and how to set you apart.

Competitor Name:	Logo Colors:
Noteworthy Attributes:	
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3. Define your target audience or describe the perfect customer.

If you think your target audience is 'everyone', think again. These details can become costly if you're not aware of them now. The more detailed, the better. Think of your ideal customer, what would they be like? Tony the Tiger doesn't sell to Mom and Dad.

4. Pick Characteristics that best define your brand. Choose one from each bullet point.

•	Masculine	Or	Feminine	
•	Mono (to suit a chosen color)	Or	Colorful	Additional Notes:
•	Simple	Or	Decorative	
•	Approachable	Or	Authoritative	
•	Conservative	Or	Extravagant	
•	Fun	Or	Serious	
•	Necessity	Or	Luxury	

ABSTRACT VALUES:

5. How would you describe your brand to a friend?

6. What animal best represents your brand?

6a: Why?

7. Any additional details or things that aren't listed here? Unique things that make you different, or certain ways you plan to package any physical products?

Thoughts about your company, how you want to be represented, your focus points, or anything else you need us to know.

Thank you for completing this document. This is the blueprint for how we will represent you, and we are grateful for your time. We look forward to working with you further.

DESIGN:

8. Which logos have resonated with you and your style? (Draw on personal experience, or do a logo search) You can add links or copy and paste images if necessary, but 'McDonalds', or 'FedEx' will do.

9. Which colors best suit your brand? (Colors convey a psychological impact)

- Blue = Trust, Calming, Cool
- Orange = Friendliness, Warmth
- Yellow = Optimism, Happiness, Brightness
- Red = Excitement, Assertiveness, Hot (Fast food logos)
- Purple = Creativity
- Green = Peace, Growth, Money
- 10. Which font best fits your brand?

Masculine = Modern fonts

Feminine = Script fonts

Caps = Some fonts appear agressive with all caps, but others help make a clear statement

Practical = Sans Serif (Serif is the little feet at the ends of characters, This font is without (sans) serif.)

Chris' (sans serif fonts look more practical and organized) Chris' (serif fonts look more decorative and creative)

11. Additional details, sketches, photos of your creations, or ideas about your brand.