

# Digital Designs and Visuals

## Logo Design Questionnaire

There are a few questions we like to ask a client prior to beginning the logo design process. It may seem like a long list but it helps us to understand your vision and what you would like to achieve. It also helps to clarify our client's expectations for their business branding.

### **YOUR BUSINESS:**

What is the name of your business?

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Describe in one sentence your business/service.

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How would you describe the company's products and/or services?

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What are your business short term, medium term and long term goals?

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What do you want your new logo to achieve?

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

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

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Which companies have your favorite logos?

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Who is Your Target Audience?

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**YOUR LOGO:**

If you have an existing logo, do you want to keep any elements of it?

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

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What logo layout do you prefer?



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What colors do you want or not want to be used in your logo?

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

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What words should describe your logo?

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Which words in the company name do you want to emphasize?

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What should be the MAIN focus point of the logo?

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Does your company have a tagline? If so, what is it?

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Do you want your company tagline to be included in the Logo?

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What do you intend to do with your logo? Where do you intend to display it? (ie. Internet / print/Stickers/Windows/Vehicles/Store etc.)

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Which companies have your favorite logos and why?

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What do you want to achieve with the design?

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What Makes a Design Good?

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Which of the following elements should the logo design contain?

**Wordmark** (full-text representation of your logo and brand)

**Mascot** (is an animal, person, creature, or other personification of your brand)

**Illustration** (is a more detailed scene or imagery used to represent your brand)

**Emblem** (a shield, badge, or other enclosure that creates a shape for the logo to rest inside)

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Which of the following words best describe your company?

Modern or Classic \_\_\_\_\_

Simple or Intricate \_\_\_\_\_

Affordable or Luxurious \_\_\_\_\_

Fun or Serious \_\_\_\_\_

Casual or Professional \_\_\_\_\_

Local or International \_\_\_\_\_

**THE PRACTICAL BITS!**

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

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What is your Budget?

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

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Any other comments?