

## Logo Design Questionnaire

50% non-refundable deposit up-front | Includes up to 3 revisions | DESIGN FEE - NO PRINT

- Silver: \$250 for Hi-Res JPEG/PNG/PDF of final design  
(PNG Transparent included)
- Gold: \$300 for Hi-Res JPEG/PNG/PDF/EPS of final design  
(PNG Transparent included) ***\$125 design release fee if not selected***
- Diamond: \$350 for Hi-Res JPEG/PNG/PDF/EPS file  
(Your logo will be saved in our system for up to 1 year for design release)  
***Request and receive within 48 hours - For more information, please contact us***

Name:

Email:

Phone:

*(Please complete all questions or it will be denied)*

## Company/Brand Details

**What is the name of your business?**

**Is this your first logo?** (If no, please attach your past/current logos and/or brand guidelines)

**What are your products/services?**

**Describe in one sentence of your business/services.** (Vital)

**What do you want your new logo to achieve?**

**Who are your top two competitors and how do you differ from them?** (Add more if needed)

**Who are your ideal customers?**

**What motivated you to start your business?**

## **Design Preference**

**Do you have an idea for your new logo? (Please don't hold back)**

**What is your preferred color palette? (Range of colors)**

**What colors do you NOT want to use?**

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

**What words should describe your logo?**

**What emotions/meanings do you want your logo to convey?**

**What is your label's slogan or tagline? Will your logo include a tagline?  
If so, will it always appear with the logo?**

**Choose three logos you like and dislike and why? (include dot points what you do/don't like for each)**

Further comments:

What is your timeframe? (Minimum one month/No rush job allowed)

How did you hear about us?