

THE ULTIMATE

LOGO

DESIGN

QUESTIONNAIRE

by  htmlBurger®

# LOGO DESIGN QUESTIONNAIRE

Date:

Client:

Due date:

Contact Info:

## YOUR BUSINESS

### BACKGROUND INFO

What is the name of your business?

What are your products and services?

What is your business' value proposition?

Who are your ideal customers?

### BRAND PRESENTATION

Who are your competitors?

What sets you apart from your competitors?

Is there anything you dislike from your top competitor's branding choices?

### BRAND IMAGE

How do you envision your brand's image?

Greyscale	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Colorful
Authoritative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Friendly
Minimalistic	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Complex
Conservative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Nonconventional
Masculine	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Feminine
Professional	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Casual

Luxurious	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Natural
Serious	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Fun
Classic	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Modern
Retro	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Futuristic
Elegant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Sporty
Safe	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Extreme

Other:

# THE VISUALS

## VISUAL PREFERENCES

Do you have an idea for your new logo?

Are there any elements that you would like to see included in your logo design?

Do you have any visual preferences or constraints?

Do you want your logo to include text-only, text and graphic, or graphic only?

Does your logo have a tagline?

## LOGO STYLE

Do you have current brand guidelines?

Yes, they're attached/available here:

- Not yet, but expect a style guide soon.
- Not yet, and I need help with them.
- A style guide would be irrelevant for this project.

Are there any well-known logos you like?

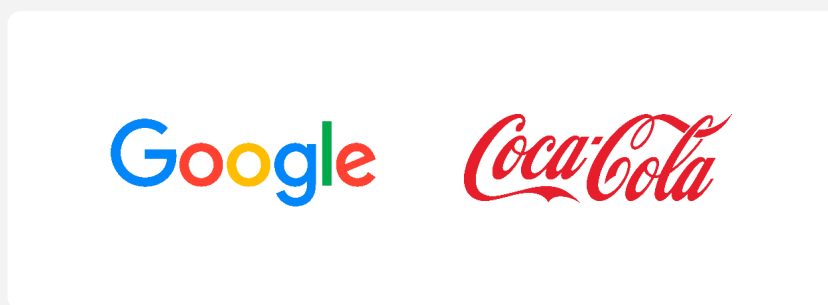
What emotions or meanings do you want your logo to convey?

Which type of logos do you believe best represents your brand?

Monogram / Lettermark



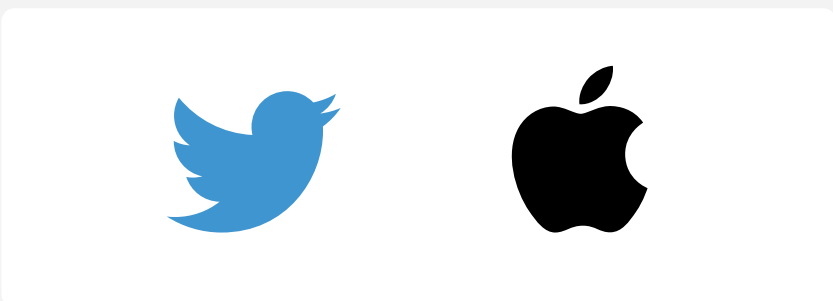
Wordmark Logo



Abstract Logo



Pictorial Logo



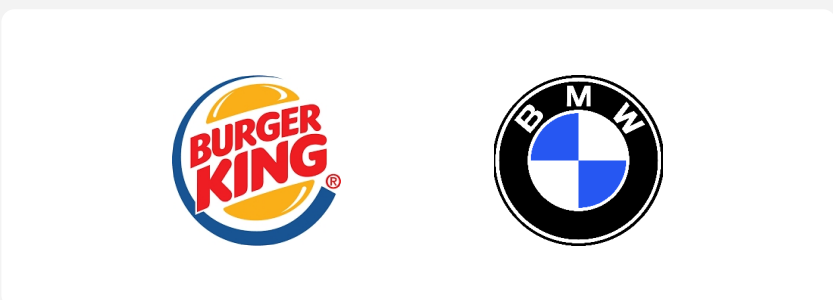
Mascot Logo



Emblem Logo



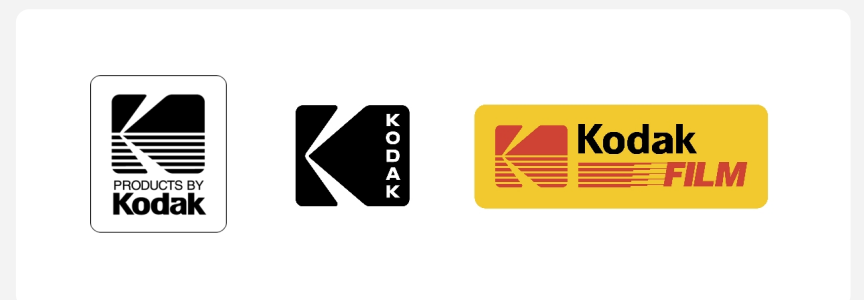
Pictorial-Wordmark Logo



Letterform Logo



Adaptive Logo



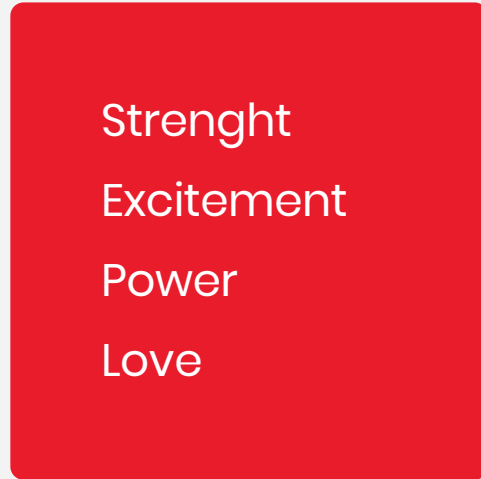
Other:

## COLORS

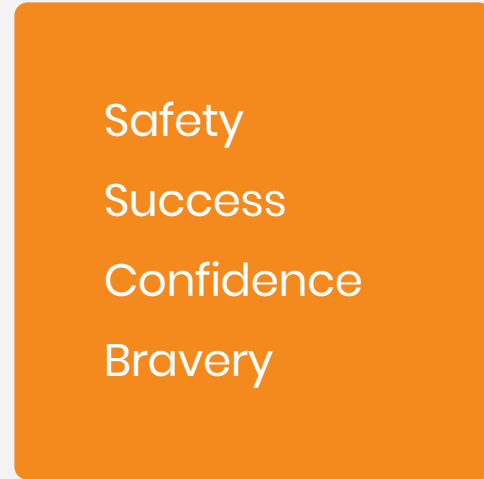
Do you have an existing color palette for your brand and would you like to use it in your logo?

What colors would you like in your logo?

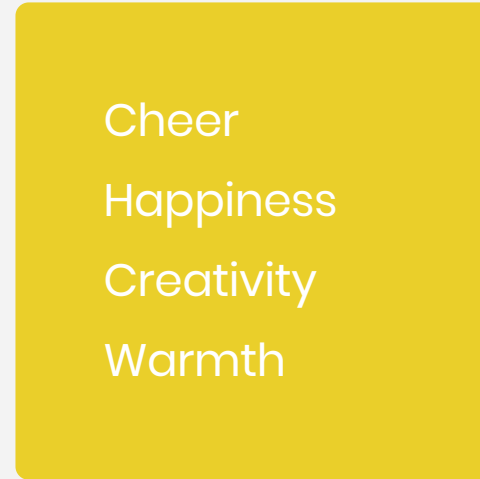
Red



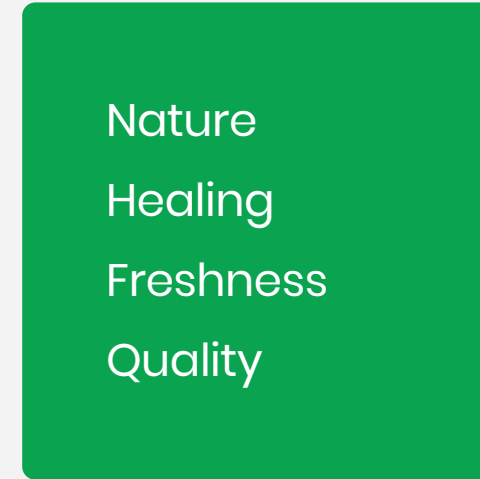
Orange



Yellow



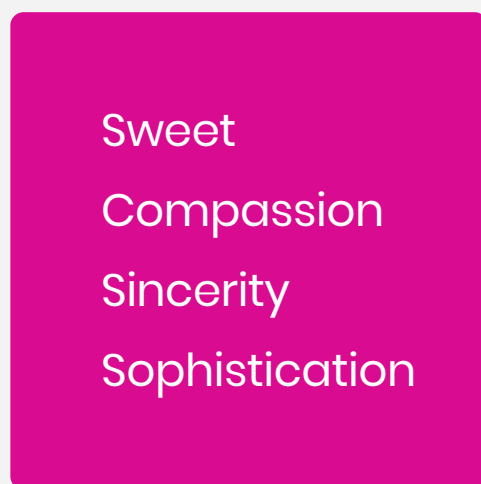
Green



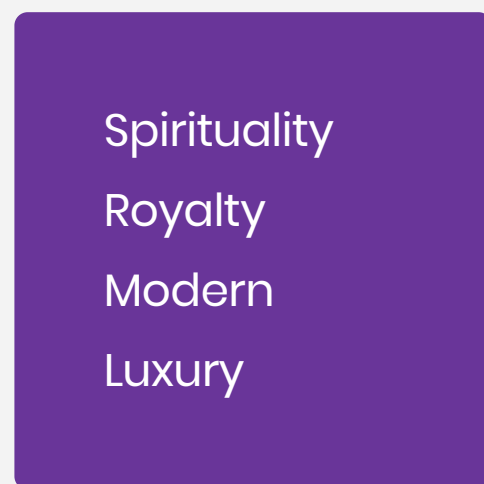
Blue



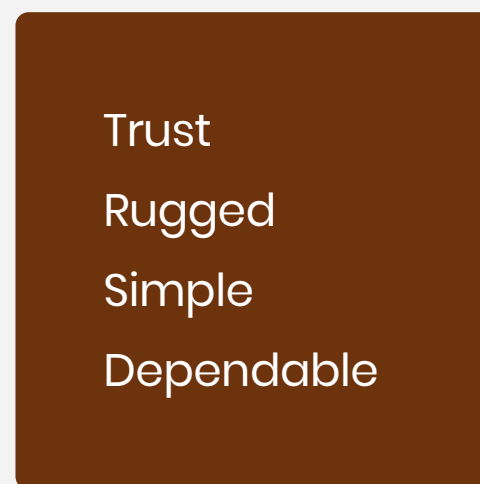
Pink



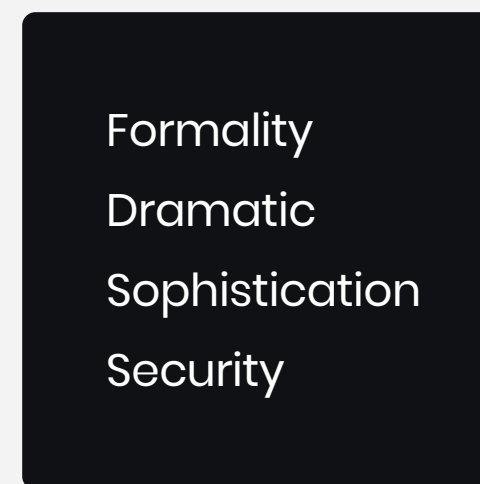
Purple



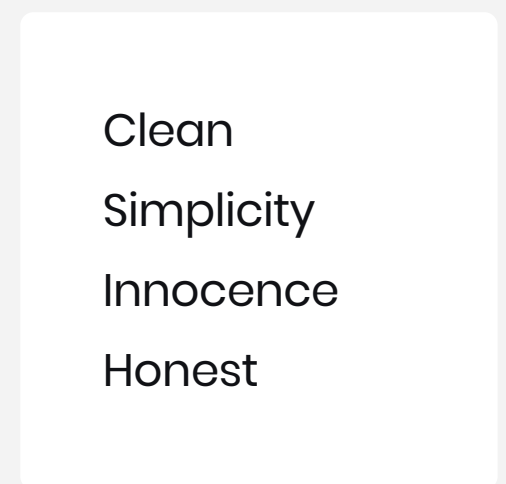
Brown



Black



White



## FONTS

Is there a particular font you want for your logo?

What style of font do you feel best represents your brand?

**Serif**

**Slab Serif**

**Sans Serif**

**Monospaced**

**Display**

**Script**

**Bladletter**

**Handwritten**

**Typewriter**

**Novelty**

Other:

## PROJECT DETAILS

What is your timeframe?

What is your budget?

*How do you plan to use your logo?*

- Online: Website, Email Marketing, Social Media
- Brand Identity: Business cards, envelopes, letterheads, stationery
- Product Packaging: Promotional products, mugs, t-shirts

Other:

*Would you like additional brand design services with the logo such as business cards, envelopes, letterheads, promotional products, etc?*

*Additional notes, comments, requests, or concerns.*