

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?

Who are your ideal customers?

Who are your competitors?

What sets you apart from your competitors?

BRAND IMAGE

How do you envision your brand's image?

Greyscale

Colorful

Luxurious

Natural

Authoritative

Friendly

Serious

Fun

Minimalistic

Complex

Classic

Modern

Conservative

Nonconventional

Retro

Futuristic

Masculine

Feminine

Elegant

Sporty

Professional

Casual

Safe

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 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?

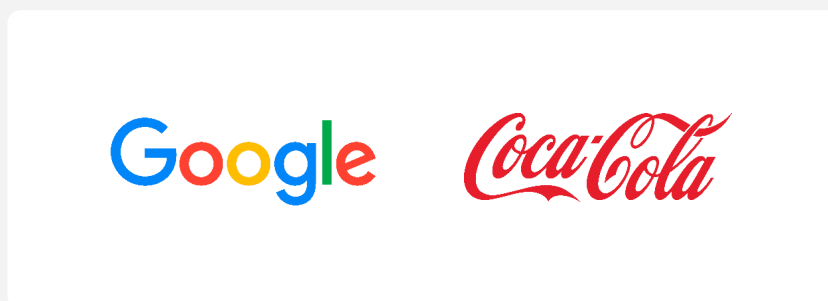
What emotions or meanings do you want your logo to convey?

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

Monogram / Lettermark



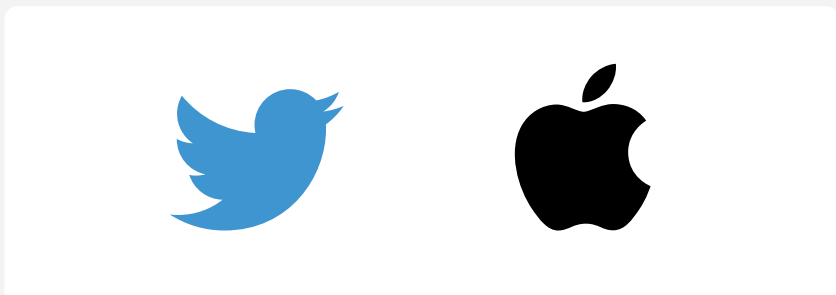
Wordmark Logo



Abstract Logo



Pictorial Logo



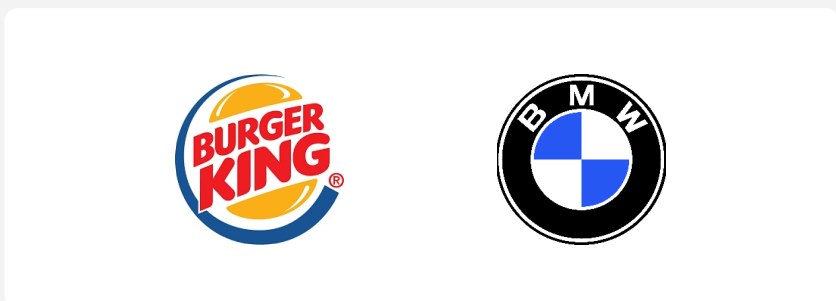
Mascot Logo



Emblem Logo



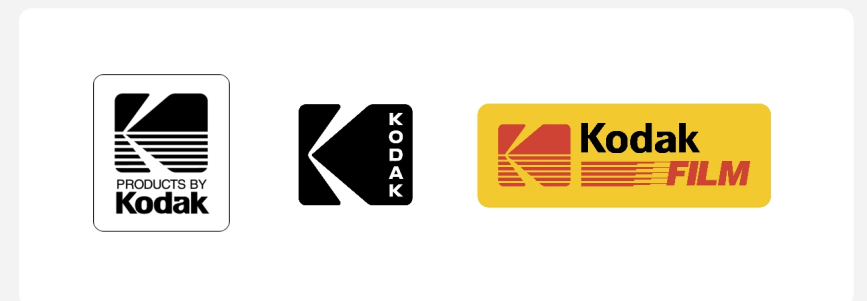
Pictorial-Wordmark Logo



Letterform Logo



Adaptive Logo



Other:

COLORS

What colors would you like in your logo?

Is there a particular font you want for your logo?

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.