

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:

## VISUAL PREFERENCES

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

Does your logo have a tagline?

Do you have current brand guidelines?

Yes, they're attached/available here:

Not yet, but expect a style guide soon.

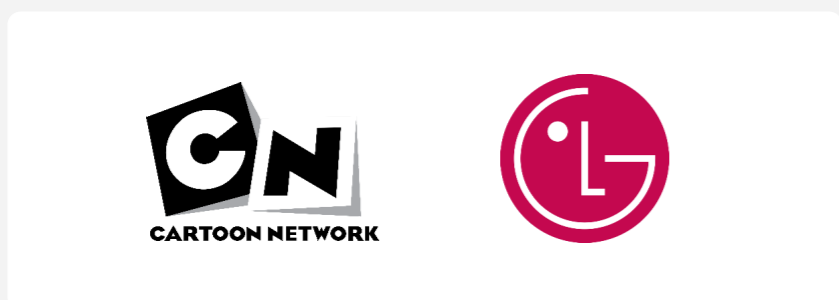
Not yet, and I need help with them.

A style guide would be irrelevant for this project.

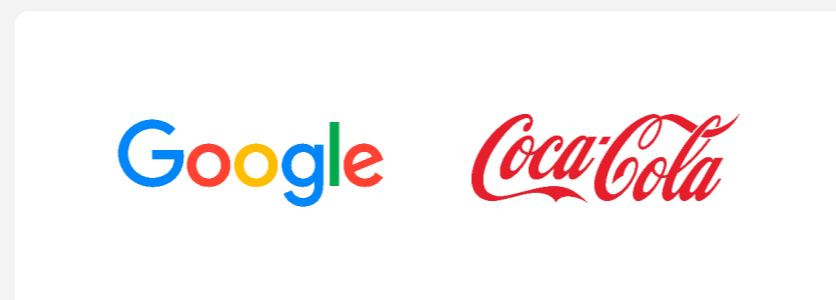
What emotions or meanings do you want your logo to convey?

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

Monogram / Lettermark



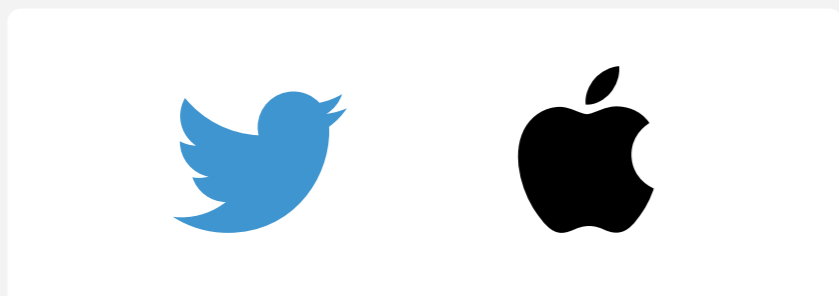
Wordmark Logo



Abstract Logo



Pictorial Logo



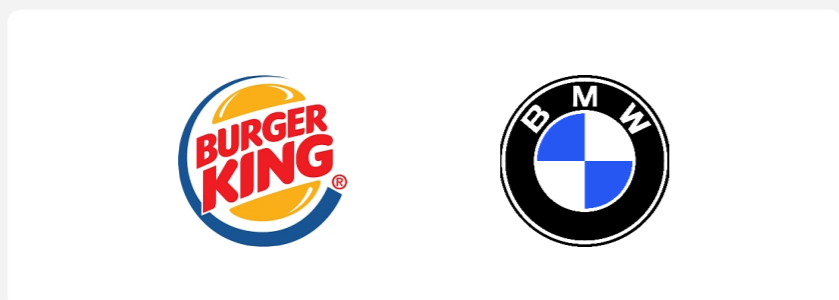
Mascot Logo



Emblem Logo



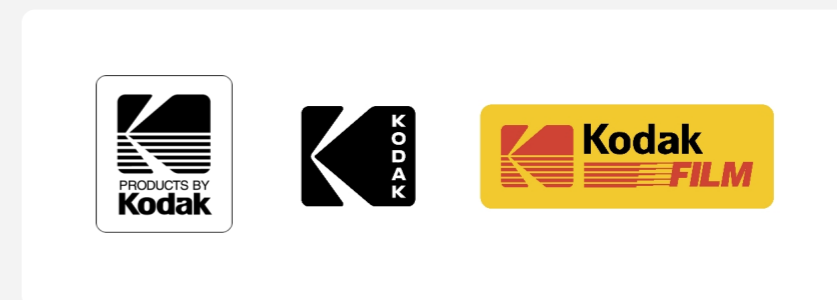
Pictorial-Wordmark Logo



Letterform Logo



Adaptive Logo



Other:

## PROJECT DETAILS

What is your timeframe?

What is your budget?

Additional notes, comments, requests, or concerns.