



Logo Design Questionnaire

About Your Company

How would you explain and describe your services and/or products for somebody you just met?

What are your short and long term goals for your company?

Who are your main competitors? Please list their websites if possible.

What are your thoughts about their logos? How do you want your logo to differ from theirs?

About Your Marketing Strategy

Who is your target market? Be as specific as possible.

What is the overall message you want to convey to your target audience?

If your customer came away with just two thoughts about your business, what would you want them to be?

About Design

Please write the exact name as you would like to appear in your logo.

What is your tagline? Do you want it incorporated in the logo?

Do you have specific images or icons or symbols that you wish, or do not wish to be in your logo?

What adjectives should best describe your logo?

Please see out blog post for references <http://graphicmedic.com/how-to-get-your-perfect-logo-designed/>

Do any existing logos appeal to you & why? If so, please provide a link to a picture of each logo.

What is the most important application for your logo? (i.e. Business Card, Website, Signage, T-Shirt, etc.)

For Web use typically horizontal logos work best.

Please supply a brief description of the design you have in mind and any other information that would be useful.

Do you have any color preferences, or existing brand colors? In case of brand colors please provide hexadecimal color codes for best results.

Do you have any colors you would like to avoid when designing your logo?

About the Project

What is your budget for the project? As you can see on our website we have 3 different categories for logo design services. In case you would like a different method we provide an hourly option also. Our hourly rate is \$20/hour.

What is the timeframe you would like your logo to be completed?

Extra services

Will you be requiring corporate stationery or other design services?

Would you like these services to be included in the quote as a package?