



Mascot Design Questionnaire

About Your Business

How would you explain and describe your business for somebody you just met?

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

Who are your main competitors in the industry? Please list their websites or works if possible.

What are your thoughts about their mascots? How do you want mascot 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 describe your vision of the mascot in as much details as possible.

Do you have specific objects or symbols that you wish to be in your logo?

What adjectives should best describe your mascot?

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

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

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 mascot?

Please supply any other information that would be useful.

About the Project

What is your budget for the project? As you can see on our website our hourly rate is \$20/hour.

What is the timeframe you would like your mascot design 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?