

Logo Questionnaire

Company Name:	Contact Name:
Contact Number:	Email:

1. What is the exact company name to be used in the logo?

8. Do you want your logo to include text only, graphic only or both?

2. Do you have a slogan or tagline? Would you like to incorporate it into the logo?

9. Do you have any ideas for the style of text (font) for your logo?

3. What do you want to communicate about your company?

10. Describe your target audience.

4. Is there a certain look that you like (i.e. clean, busy, whimsy, professional)?

11. Do you have colors in mind for the logo?

5. Are there any elements you would like to use in your logo (i.e. shapes, theme, icons)?

12. Who are your competitors?

6. Are there any ideas or concepts you do not want used?

13. What logos have you seen that you like? (URL if possible)

7. Do you have a vision of your logo and its elements already formed?

14. What logos have you seen that you dislike?

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