

# Logo Design Questionnaire

The more we know about a potential client, their company and their expectations, the better we can meet their logo or project needs!



## About Your Company

- What is your company/organization/product name?
- What sets your company apart from others?
- What services or products does your company provide?
- Who is your main competitor(s)?
- Why should someone choose your company over your competitors?
- How long has your company been in business?
- Where do you see your company in 2 years? 5 years?
- What motivated you to start this company/business?

## Branding

- If you had to describe your company in one word, what would it be? Why?
- Do you have a current logo? If so, would you like to retain any elements of it?
- What is the reason for modifying or redesigning your logo?
- What is the positioning or mission statement of your company?
- Does your company have a tagline or slogan that should be included with the logo?
- What do you hope your company can be known for?
- What do your customers recognize first when they see your logo?
- Why does your company use the colors, fonts, etc. that it does?

## Target Audience

- Who is the primary target audience? (who is most likely to use your services/product?)
- What are your main forms of advertising?
- How do most customers find out about your company?
- Are you targeting a specific gender?
- Where do most of your customers live?
- What is the average income level of your target audience?

## Your Design Preferences:

- What are your preferred color palettes? Why?
- Where will the logo be primarily used?
- Are there any elements you would prefer to see in the logo?
- In your opinion, what defines a well-designed logo?
- What is your preference in reference to icons, typography, spokespeople (characters), etc.?
- What restrictions, if any, might there be on the logo?
- What words or icons must be included in the logo?
- What logos do you like and why? And what logos do you dislike and why?
- In your opinion, what is the primary purpose for a logo?
- What are the likely occasions in which this logo will be used?

## Your budget & time table:

- How much money do you plan to dedicate to this logo design?
- How many revisions do you plan on making? (Limiting this will save you big money!)
- How many initial concepts would you prefer to see?
- What sort of deadline are you working with on this logo?
- Do you foresee any needed modifications in the near future?
- What is the primary reason you contacted SPLASH to design your new logo?
- Which is most important for you: quality, speed, or cost?
- Are there any special events or promotions on which the completion of this design depends?
- Will you be needing any other services in addition to this logo design?
- Are there any other design pieces with which we can help you with?
- Would you like help/consultation in defining your target audience?
- Is there anything else we can help with?