Client:

URL:

1. Please write out the logo name exactly as you’d like for it to appear in the design
2. Do you have a short tag line you will sometimes use, when appropriate, with your logo? If so, I will take this into consideration when designing your logo, but your logo must be able to stand on its own without the tag line as well.
3. Are there any well­known logos that you particularly like? What do you like about them and what aspects, if any, would you like to emulate?
4. Please provide some adjectives that describe what you hope to communicate with your logo. (e.g. strong, exciting, warm, welcoming, inventive, humorous, feminine, serene, athletic, etc.)
5. What sort of style do you envision? What do you want your new logo to communicate about your company or  products? (e.g. modern and clean, old world, cutting edge, vintage, sporty, futuristic, etc.)
6. Are there specific colors you’d like used? How many colors do you envision using?
7. How would you describe your company/business to someone who has no knowledge of your existence?
8. Describe your target market, gender, age, geography.
9. Describe your direct competition; provide addresses to their websites if available.
10. Do you have any preconceived ideas about the design of your logo? Are there any elements that you would like to see included in your logo design?
11. Do you have any particular images or symbols you associate with your product or company?
12. Will the logo be used in print, online, signs or other materials? What are the plans for logo usage?
13. Do you want your logo to include text only, text and graphic/icon, or graphic/icon only?
14. Do you have any ideas for the style of text (font) in your logo?
15. Would you like any addition design services to be packaged with your new logo? (e.g. website, business  cards, envelopes, letterheads, promotional products, etc.)