Logo & Sign Design Questionnaire

A successful logo or sign design begins with the designer having a solid understanding of your business, your market and your goals. Let's take a few minutes to identify those so that you get an effective, appealing design that works for your business.

What's the full name of your business?

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Do you have a company tagline or motto?

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Tell me the nature of your business or services:

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_____

_____

Who is your primary customer—male/female, young/old, individual/corporate, etc.?

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Is there anything in particular that you don't like about your current business image?

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_____

List some adjectives that describe the image you want your logo to convey—traditional, trendy, retro, established, playful, elegant?

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_____

What are the key applications for your logo—signage, stationery, web, vehicle graphics, etc.?

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_____

What are your business goals for the near future?

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_____

Do you have any color preferences or colors you don't care for?

_____

_____

Which logos from our portfolio or elsewhere do you especially like? (Please attach images of other logos you have seen that especially catch your eye)

_____

_____

Which logos from our portfolio or elsewhere do you especially dislike? (Please attach images if needed)

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_____

Are there symbols or icons that you would like to incorporate into your design?

_____

Are there symbols or icons that you would not want used in your design?

_____

Feel free to jot down any comments you feel will help us as we develop your design:

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