

STANDARD QUESTIONS

Client logo design brief questionnaire

1 Write your company name as you'd like it to appear in your design.

2 Do you use a tagline with your current literature? If so, would you like it included in this design?

3 Describe your company's services/products.

4 What are your long term company goals?

5 Why do you want a new logo?

6 What do you want a new logo to accomplish for your company?

7 What are your main competitors? Bonus points if you can supply their websites.

8 What is the age range of your target clients?



9 Do you currently have any specific imagery in mind?

10 Do you have colors you'd prefer we worked with? Perhaps an existing color scheme?

11 Are there any colors you'd prefer we did not use? Or images you'd like us to stay away from?

12 What feeling or message would you like your logo design to convey?

13 Preference on Typography? Script, bold, light, hand drawn, custom type?

14 Where will the logo be used? Print, web...

15 What's your preferred deadline, time frame or exact date of completion?

16 What logos appeal to you and why?

