Logo Design Questionnaire

Full Name: _____

Email Address: _____

Company Name: _____

The way you want it on your logo

Phone Number: _____

- Tag Line

If applicable

_____

- Describe The Type Of Business You Have.

What type of products or services your company supplies etc.

_____
_____
_____
_____

- What Type Of Overall Mood Would You Like To Project With Your New Logo?

What type of products or services your company supplies etc.

_____
_____
_____
_____

- For Which Categories Will Your Logo Will Be Used?

■ Web Site

■ Printed Materials [business Card, Stationery etc.

■ Embroidery [there Will Be No Shading Affects For Logos That Require Embroidery]

- Should We Consider Print Costs When We Design Your Letterhead And Envelopes?

_____
_____

- How Would You Describe The Effect You Are Looking For In Your Logo:

- Fancy

- Cutting-edge

- Unique/Creative

- Clean/Simple

- Classy

- Professional

- Corporate

- Modern

- Industry Oriented

- Outdoors/natural

- Traditional

- Local/Neighborhood

- High Tech

- Retro

- Fun

- Serious

- Silly/Cartoon

- Masculine

- Feminine

- Childlike

- Would You Like A Symbol Or A Logotype?

A symbol is an abstract illustration with your company name typeset alongside.[example: the Nike Swoosh, McDonald, Arches, Wachovia logo]. A logotype incorporates your company name into the logo itself.[example: IBM, Microsoft, Coca Cola].

_____

_____

_____

_____

- Do You Have Font Style Preferences?

Corporate, Script, Bold, Light, etc

_____
_____
_____
_____

- What Colors Would You Like To See In Your Logo?

Please specify if you do not want to see certain colors in your logo.

_____
_____
_____
_____

- Do You Prefer Your Logo Designed In Cmyk Or Pms Colors?

All logos are designed in Pantone unless specified.

- ■ CMYK

- ■ PANTONE

- ■ UNSURE

- How Many Colors Do You Prefer In Your Logo?

_____
_____

- Please State Any Preference Of Colors/color Combinations You Would Want The Designer To Use In Your Logo Samples.

_____
_____
_____
_____

- Please State Colors You Would Not Want Your Designer To Use In Your Logo Samples.

_____
_____
_____
_____

- What Graphic Elements Or Images Would You Want The Designer To Use/emphasize In Your Logo?

For example: Some Real Estate firms want Roof, House, Key, Door, Initials, Pyramid, Pillar etc.

_____
_____
_____
_____

- Which Element Would You Want To Avoid Using In Your Logo?

Some Christian Churches want to avoid the Cross, Real Estate firms want to avoid using the roof as a symbol in their logo.

_____
_____
_____
_____

- Please Provide 3-5 Reference Of Company Logos That You Dislike Along With Reason Why You Dislike Them.

This would help the designer avoid the style/image that may annoy you.

_____
_____
_____
_____

- Do You Have Any Additional Comments?

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_____
_____