



CUSTOM LOGO QUESTIONNAIRE

COMPANY RELATED QUESTIONS

1. How would you describe your services and/or products?
2. What are the long term goals of your company?
3. Why do you want a new logo? (if you already have one)
4. What do you want your logo to accomplish?
5. Who are your main competitors?
6. How are you different from your competitors?
7. What is the age range of your target customer base?
8. Do you have a tag line? If so, would you like it stated along side your logo?



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9. Do you have any specific imagery in mind for your logo?

10. Do you have any color preferences, or existing brand colors?

11. Are there any colors that you do not wish to use?

12. What adjectives should best describe your logo?

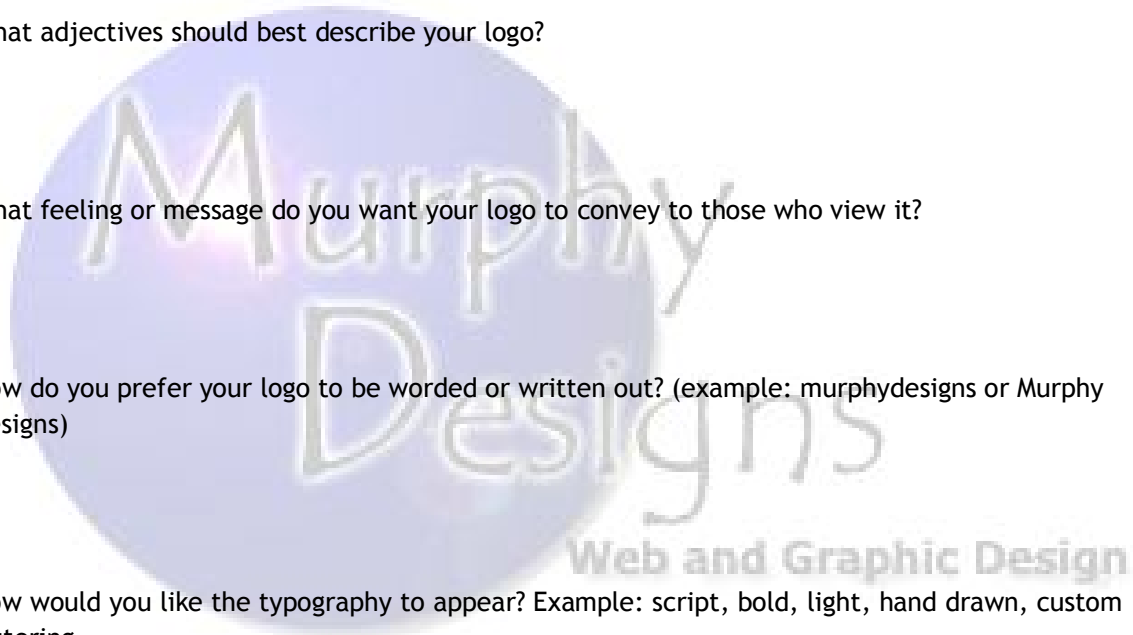
13. What feeling or message do you want your logo to convey to those who view it?

14. How do you prefer your logo to be worded or written out? (example: murphydesigns or Murphy Designs)

15. How would you like the typography to appear? Example: script, bold, light, hand drawn, custom lettering

16. Where will your logo be used? (print, web...)

17. What is your deadline, time frame, or exact date of completion?



18. Would you like any additional design services to be packaged with your new logo? Example: business cards, envelopes, letterheads, etc.

19. What logos appeal to you and why? Please provide links if possible.

