

Please provide detailed answer for the 20 questions listed below in your brief. It helps us to get a general idea what you are looking for and provide you with the best design. You can just refer to the numbers, or copy and paste the questions in your document.

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? What do you want your new logo to accomplish?
4. Who are your main competitors?
Having clients provide links allow us to get a better feel for their market and competition.
5. How are you different from your competitors?
6. What's the age range of your target customer base?
Helps in creating an overall feeling and impression of the logo.

PROJECT-RELATED QUESTIONS

7. Do you have a tag line? If so, would you like it stated along side your logo?
8. Do you have any specific imagery in mind for your logo?
9. Do you have any color preferences, or existing brand colors?
10. Do you have any colors that you do not wish to use?
11. What adjectives should best describe your logo?
12. What feeling or message do you want your logo to convey to those who view it?
13. How do you prefer your logo to be worded or written out?
Example: designPINK or the design pink
14. How would you like the typography to appear?

Example: script, bold, light, hand drawn, custom lettering

- 15.** Where will your logo be used?
Example: print, web...
- 17.** What's your preferred deadline, time frame or exact date of completion?
- 18.** Do you have an approximate budget?
- 19.** Would you like any additional design services to be packaged with your new logo?
Example: business cards, envelopes, letterheads, etc.
- 20.** What logos appeal to you and why?