

LOGO DESIGN QUESTIONNAIRE

Please fill these out as **thoroughly** as you can.



YOUR BUSINESS

What is the name of your business?

Describe your business or service in **one sentence**.

Who are your main competitors and how do you differ from them?

What do you like or dislike about your competitor's branding?

YOUR LOGO

Do you have a specific idea in mind for your logo?



Do you want to use specific colors or a particular range of colors?

Are there any colors that you do **NOT** want to use?

Do you have a particular **font** you would like to use?


Do you have a particular font you would **NOT** like to use?

What words should describe your logo?

What message or emotion do you want your logo to portray?

Does your logo have a **tag line**? If yes, what is it?





Is your tag line to appear with your logo on all of your branding?

Where will your logo predominantly be used?

What logos do you like and why?

Is your logo going to be used more in print or web or both?

Any other comments?

