

There are certain questions to ask a client prior to beginning the logo design process to ensure good and clear communication. The information provided helps to gauge the client's needs and expects from the beginning to finished product. It also helps to clarify your own vision for your business branding. Please take a little while to fill in this questionnaire:

## **YOUR BUSINESS**

1. What is the name of your business?
2. Describe in **one sentence** your business/service.
3. What do you want your new logo to achieve?
4. Who are your main competitors and how do you differ from them?
5. What do you like or dislike about your competitor's branding?
6. Who are your potential clients? (Target audience)
7. Where will your business be publicized?

## **YOUR LOGO**

8. Do you have a specific idea in mind for your logo?
9. Do you want to use existing brand colors or a range of colors?
10. Are there any colors that you do not want to use?
11. Do you have a font you would like to use – or ones you do not want to use?
12. What words should describe your logo?
13. What message or emotion do you want your logo to portray?

14. Does your logo have a tag line? If yes, please list.
15. Is your tag line to appear with your logo on all your branding?
16. Will your logo have an image? If yes, please describe or attached image.
17. Where will you logo be used? (Marketing, Website, product, etc.)
18. What logos do you like and why?
19. Do you want your logo to have a particular shape? (Round, Square, Triangle, etc.)

## **THE PRACTICAL BITS!**

20. Timeline - When do you want your logo to be web/print-ready?
21. What is your budget?
22. Would you like any additional design services alongside your new logo? (Web design, etc.)
23. Any other comments?