

The purpose of the Logo Design Questionnaire is to inspire a dialog about the vision for your new logo and help the design team gain greater insight into your goals and preferences.

1. What is the purpose of your logo?  
*Ex. Build a brand, campaign logo, etc.*
2. Who are your main competitors?
3. How are you different from your competitors?
4. What are the demographics of your target market?  
*Ex. age, education, income level, etc.*
5. What are the long term goals of the organization?
6. Do you have a tag line? If so, would you like it incorporated with your logo?
7. Do you have any specific imagery in mind for your logo?
8. Do you have any color preferences, or existing brand colors?
9. Do you have any colors that you do not wish to use?
10. What adjectives should best describe your logo?
11. What feeling or message do you want your logo to convey?
12. How do you prefer your logo to be written out?  
*Example: creativeleapllc or Creative Leap, LLC*
13. What type of font or lettering do you prefer for your logo?  
*Example: script, bold, light, hand drawn, custom lettering*
14. Where will your logo be used?  
*Example: print, web, shirts, signage, etc.*
15. Do you need your logo by a certain date? Do you need your new logo for an upcoming event or marketing campaign? What is the start date of the event or campaign?
16. What is your budget for the logo development?
17. Would you like any additional design services to be packaged with your new logo?  
*Example: business cards, envelopes, letterheads, Word /PPT templates, signage, etc.*
18. What logos appeal to you and why?  
*Consider collecting samples of logos that appeal to you. The intent is never to duplicate or copy. The samples merely provide visual clues as to the type of image you would like to develop.*
19. If your logo had a personality, how would you describe it?

