

THE ULTIMATE

LOGO DESIGN

QUESTIONNAIRE

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Date:

Client:

Due date:

YOUR BUSINESS

BACKGROUND INFO

What is the name of your business?

What are your products and services?

Who are your ideal customers?

Who are your competitors?

What sets you apart from your competitors?

BRAND IMAGE

How do you envision your brand's image?

Greyscale

☐ ☐ ☒ ☐ ☐

Colorful

Authoritative

☐ ☐ ☒ ☐ ☐

Friendly

Minimalistic

☐ ☐ ☒ ☐ ☐

Complex

Conservative

☐ ☐ ☒ ☐ ☐

Nonconventional

Masculine

☐ ☐ ☒ ☐ ☐

Feminine

Professional

☐ ☐ ☒ ☐ ☐

Casual

Luxurious

☐ ☐ ☒ ☐ ☐

Natural

Serious

☐ ☐ ☒ ☐ ☐

Fun

Classic

☐ ☐ ☒ ☐ ☐

Modern

Retro

☐ ☐ ☒ ☐ ☐

Futuristic

Elegant

☐ ☐ ☒ ☐ ☐

Sporty

Safe

☐ ☐ ☒ ☐ ☐

Extreme

☐ Other:

VISUAL PREFERENCES

Are there any elements that you would like to see included in your logo design?

Does your logo have a tagline?

Do you have current brand guidelines?

☐ Yes, they're attached/available here:

- ☒ Not yet, but expect a style guide soon.
- ☐ Not yet, and I need help with them.
- ☐ A style guide would be irrelevant for this project.

What emotions or meanings do you want your logo to convey?

Which type of logos do you believe best represents your brand?

☒ Monogram / Lettermark



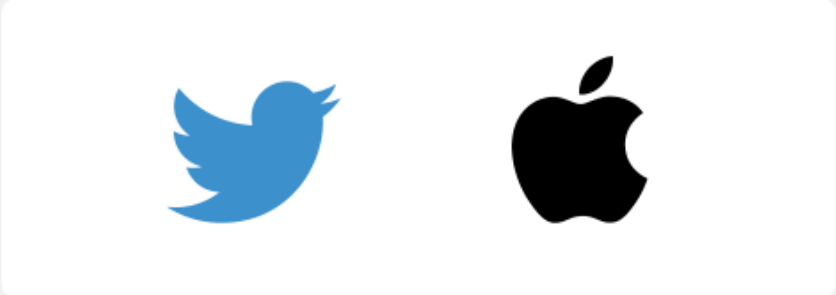
☐ Wordmark Logo



☐ Abstract Logo



☐ Pictorial Logo



☐ Mascot Logo



☐ Emblem Logo



☐ Pictorial-Wordmark Logo



☐ Letterform Logo



☐ Adaptive Logo



☒ Other:

PROJECT DETAILS

What is your timeframe?

Additional notes, comments, requests, or concerns.