



# Logo Questionnaire

**Client Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**What is your approximate budget for this project, and when would you like to see the work completed?**

Budget: \_\_\_\_\_ Deadline: \_\_\_\_\_

**Please briefly describe your company:**

\_\_\_\_\_  
\_\_\_\_\_

**If you have any ideas in mind for your logo, please briefly describe:**

\_\_\_\_\_  
\_\_\_\_\_

**Who is your target audience?**

\_\_\_\_\_  
\_\_\_\_\_

**Who is your primary competition? Do you have any comments about their logo?**

\_\_\_\_\_  
\_\_\_\_\_

**Please give three examples of logos that you like. What do you like? What would you change?**

\_\_\_\_\_  
\_\_\_\_\_

**What sort of look do you prefer?** (for example: clean and simple, bright and flashy, down to earth)

\_\_\_\_\_  
\_\_\_\_\_

**What are your favorite/least favorite colours and why?**

\_\_\_\_\_  
\_\_\_\_\_

**Please check off any of the following keywords that describe your business:**

- Dependable       Fun       Enthusiastic       Precise       Established
- Progressive       Serious       Unique       Original       Edgy
- Traditional       Hi-Tech       Integrity       Mainstream       Strong
- Any others:

**Once your logo is finished, are there any other promotional materials that you'd be interested?**

**Check any that may apply:**

- Website       Advertising       Posters       Brochures
- Sales Material       Direct Mail       Stationary       Signage
- Business Cards       T-shirts       Stickers       Marketing Material
- Any others:

**Do you have any additional comments or questions?**

\_\_\_\_\_  
\_\_\_\_\_