

# QUESTIONNAIRE

# LOGO DESIGN

DESIGNER

ELDAN ALOMEROVIC



Date:

Client:

Due date:

Contact Info:

## BACKGROUND INFO

What is the name of your business?

What is your business' value proposition?

Who are your ideal customers?

What are your products and services?

## BRAND PRESENTATION

Who are your competitors?

What sets you apart from your competitors?

Is there anything you dislike from your top competitor's branding choices?

## BRAND IMAGE

How do you envision your brand's image?

|               |                       |                       |                       |                       |                       |          |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------|
| Greyscale     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Colorful |
| Authoritative | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Friendly |
| Minimalistic  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Complex  |
| Masculine     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Feminine |
| Professional  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Casual   |

|           |                       |                       |                       |                       |                       |            |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------|
| Luxurious | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Natural    |
| Serious   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Fun        |
| Classic   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Modern     |
| Retro     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Futuristic |
| Safe      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Extreme    |

☐ Other:

## VISUAL PREFERENCES

Do you have an idea for your new logo?

Do you have any visual preferences or constraints?

Does your logo have a tagline?

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

Do you want your logo to include text-only, text and graphic, or graphic only?

## LOGO STYLE

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.

Are there any well-known logos you like?

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

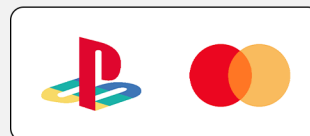
Which type of logos do you believe best represents your brand?

☐ Monogram / Lettermark

☐ Abstract Logo

☐ Wordmark Logo

☐ Pictorial Logo



☐ Emblem Logo

☐ Geometric

☐ Letterform Logo

☐ Adaptive Logo



☐ Other:

## COLORS

Do you have an existing color palette for your brand and would you like to use it in your logo?

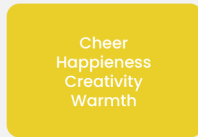
☐ Red



☐ Orange



☐ Yellow



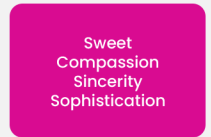
☐ Green



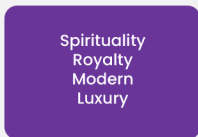
☐ Blue



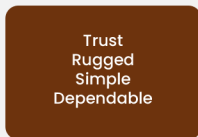
☐ Pink



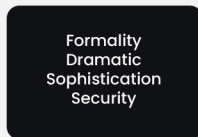
☐ Purple



☐ Brown



☐ Black



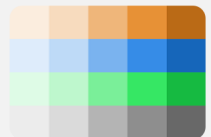
☐ White



☐ Gradient



☐ Monochromatic



## FONT

Is there a particular font you want for your logo?

What style of font do you feel best represents your brand?

☐ Serif

☐ Slab Serif

☐ Sans Serif

☐ Script

☐ Blackletter

☐ Monospace

☐ Handwritten

☐ Decorative

☐ Other:

## PROJECT DETAILS

What is your timeframe?

What is your budget?

How do you plan to use your logo?

☐ Online: Website, Email Marketing, Social Media

☐ Brand Identity: Business cards, envelopes, letterheads, stationery

☐ Product Packaging: Promotional products, mugs, t-shirts

☐ Other:

Would you like additional brand design services with the logo such as business cards, envelopes, letterheads, promotional products, etc?

Additional notes, comments, requests, or concerns.



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