



## Logo Design Questionnaire

1. Please describe your services and/or products?

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2. What are the long term goals of your company?

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3. What do you want your new logo to accomplish?

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4. Who are your main competitors & what makes you unique?

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5. What's the age range of your target customer base?

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6. Do you have a tag line? If so, would you like it stated alongside your logo?

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7. Do you have any specific imagery in mind for your logo?

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8. Do you have any color preferences, or existing brand colors?

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9. Do you have any colors that you do not wish to use?

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10. What adjectives should best describe your logo?

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11. What feeling or message do you want your logo to convey to those who view it?

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12. Where will your logo be used? *Example: print, web...*

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13. Would you like any additional design services to be packaged with your new logo? *Example: business cards, envelopes, letterheads, etc.*

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14. What logos appeal to you and why?

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