

# Logo / Identity Design Questionnaire

Please complete and return the following questionnaire. Your response will help me to define the initial direction of your new logo / identity based on a clear understanding of your vision, type of business and requirements. Client input is the foundation upon which successful logo / identity designs are built.

This questionnaire will help you articulate and identify the overall goals of developing your logo and identity, including specific answers regarding the message, audience, look and feel, and application.

Each key decision maker in your company should fill out his or her own portion and answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of the survey.

## CONTACT INFO

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

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

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

Mobile Phone: \_\_\_\_\_

Website Address: \_\_\_\_\_

Company Address: \_\_\_\_\_

What is your intended target completion date for the project? Are there any outside considerations that may affect the schedule (e.g. Web Launch, PR launch, Tradeshow, Annual report, etc.)?

\_\_\_\_\_

\_\_\_\_\_

Do you have a specific budget range for this project?

\_\_\_\_\_

Where will your logo primarily be used?

*Example: print, web or video? If the primary usage is for the web, typically horizontal logos work best.*

\_\_\_\_\_

\_\_\_\_\_

## CURRENT LOGO/IDENTITY (if Applicable)

Do you feel your current logo promotes a favorable image of the brand/company/venture? Why? Why not?

---

---

What specific areas of your current identity do you feel are successful? Why are they successful?

---

---

What logos and styles appeal to you and why?

*Provide links and visual examples.*

---

---

Artistic Style Examples: *Modern, Vintage, Cute, Floral, Realistic, Abstract, Impressionist, Craftsman, Nouveau, Deco, Arabesque, Expressionist, Baroque, Classical, Fantasy, Folk, Futuristic, Pop Art, Minimalist, Rococo, Renaissance, Romantic, Graffiti, Surreal*

---

---

Please attach any/all relevant sample materials.

---

## REASONS FOR LOGO IDENTITY DEVELOPMENT/REDESIGN

What are the main reasons you are launching/redesigning your logo/identity? (outdated, expanded services, different market?)

---

---

What are the basics about the company/venture/brand? (Think in terms of products and services, departments/divisions, people and markets, and competitors, geographic/demographic reach, etc.)

---

---

What additional information should Dina's Desktop be aware of? i.e. (long term goals, how did the venture/company/brand name originate, something about the founders/ shareholders, background info, etc.)

---

---

## AUDIENCE/DESIRED ACTION

Describe a typical customer:

---

How old is the customer and what does she/he do for a living? (use as much detail as possible in profiling your target market. Profile more than one type if appropriate.)

---

What are the key reasons why the customer chooses your company's products and/or service? (cost, service, value, etc.)

---

## PERCEPTION

Use a few adjectives to describe how the user should perceive the logo / identity. (i.e. prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, funky, professional, meaningful, noticeable, memorable, innovative, etc.) Is this different than the current image perception?

---

---

What values/perception/message do you wish to promote about the brand/company through its new logo / identity?

---

---

How does your company differentiate itself from competitors? Do you think your current market differentiates you from your competition?

---

---

List URL's / attach samples of your competitor's. What specifically do you like, don't like about these styles, and in what respects do you think your logo / identity should stand out from these?

---

---

List any URL's/ attach samples of company's image you find compelling. What specifically do you like about these images?

---

---

## DESIGN CONSIDERATIONS

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

---

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

---

How many colors would you like to see in your logo / identity?

- One                       Two                       Three                       Full                       Not sure

What are your company colors? What colors do you prefer to see in your logo? Are there any colors you DO NOT want?

---

What design style do you prefer for your logo / identity?

- High Tech                       Conservative                       Clean/Simplistic  
 Abstract/Artistic                       Other                       Geometric  
 Corporate                       Cutting Edge                       3D

How do you prefer your logo to be worded or written out? *Example: thedesigncubicle or the design cubicle*

---

How would you like the typography to appear? *Example: script, bold, light, hand drawn, custom lettering*

---

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

## ADDITIONAL NOTES/COMMENTS

---

Click the "SUBMIT" button below to send this completed questionnaire to Dina's Desktop for review.

Highlight questions where you need further clarification or explanation. As much detail as possible is preferred, but anything you can provide initially will help guide me in defining the initial direction for your project.