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**Logo Design Questionnaire and Process**

**Business Details:**

1. **Company or Business name for the new logo:**

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| --- |
| **ANSWER:** |

1. **Describe your company or business:** (An appropriate brief including types of products/services you offer?)

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| **ANSWER:** |

1. **What’s unique about your company or business?** (What sets you apart from your competitors?)

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| **ANSWER:** |

1. **Who is your target audience?** (Your audience and their demographics)

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| **ANSWER:** |

1. **Where will you use the logo?** (Print, Packaging, Promo-Products, Website, Signage, etc.)

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| **ANSWER:** |

**Design Preferences:**

1. **Do you wish to redesign existing logo? Or design new one?** (Define your expectations i.e. describe what result you expect with the new logo)

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| **ANSWER:** |

1. **What is the exact name you would like used in your new logo?** (Complete business name with acceptable abbreviations, if any)

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| **ANSWER:** |

1. **Any tagline to be included in the design?** (Your slogan, motto or other words)

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| **ANSWER:** |

1. **How many and which colors do you prefer?** (i.e. Your preferred choice of colors)

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| **ANSWER:** |

1. **What are some examples of other logos that you like the design of?** (List a few logo references that you liked)

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| **ANSWER:** |

1. **What are you preferences for the fonts you would like used for this new design?** (List a few font names that you liked)

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| **ANSWER:** |

1. **Please select your logo type:**A. Company name with a graphic or an icon  
   B. Company name only using typography

|  |
| --- |
| **ANSWER:** |

1. **Please select your logo design preference:**A. Minimal, Modern, Conservative  
   B. Professional, Universal, Global  
   C. Colorful, Vibrant, Bold  
   D. Rough, Tough, Abstract

|  |
| --- |
| **ANSWER:** |

1. **What elements should be incorporated into your new logo?** (Do you wish to have character/product image integrated within logo for e.g. real estate, vehicles, animal, human, nature, food items)

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| **ANSWER:** |

1. **Any additional comments?** (Incase if we missed to include any questions)

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| --- |
| **ANSWER:** |

**That's it.**

**Thanks for your help! We'll review this information and get back to you with your newly designed logo options.**

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