

Logo Design Questionnaire

1. What product(s) or service(s) does your business offer?
2. Who is your target market / demographic?
3. Who is your competition and how do you differ from them?
4. What was the idea behind the name?
5. What is the overall message you wish to portray with your brand? What should people feel when they see or think of your brand?
6. Summarize your brand into 5 descriptive keywords. eg. masculine, brave, bold, modern, vintage, etc.
7. Please list any logos you like here (provide links), as well as outline any colors you would like to explore or avoid.
8. If you have any specific icons / symbols / images that you would like to associate with your brand, please also list them here. Also please list icons / symbols / images to avoid.