

LOGO DESIGN QUESTIONNAIRE

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Personal Details

Your name:

Email:

Website:

Telephone:

How did you learned about AUA?

Project Details

Project quote:

Starting date:

Deadline:

Is this deadline fixed or flexible?

Will you be requiring letterhead + business card design? Yes or No

How is this logo going to be used?

(underline the ones that apply: business cards, web, car wrap, billboard, tv ad _____)

Will this logo be used city wide, state wide, county wide or international?

Company Details

Company Name:

In a few words, what is your business or service offering?

What is the mission and purpose of your business venture?

Who is your target market and who is your most ideal customer?

What's your point of difference?

Logo Details

What logo designs appeal to you and why?

(examples: simple, classy, illustrative, bold, modern, edgy ...)

What logos do NOT appeal to you and why?

What is the exact name as you would like it to appear in your logo?

What is your tagline? Does this need to be incorporated into the logo design at all?

What do you want the logo to say about your company?

Do you have any color preferences?

Do you want a completely new look for your company or are you simply updating your existing logo?

Core Values of the company

The personality of your company/brand: (Describe using 8 adjectives)

What is your company NOT? What is NOT your personality?

What visually reminds you of your company?

What visually is NOT, WHAT IS THE VISUAL antithesis of your company?

What are the benefits your company delivers?

When I describe my company to a stranger I say:

When someone asks me what makes me different from everyone else I say:

Ideally people define my company by saying:

Any other comments you think might be helpful