



LOGO DESIGN QUESTIONNAIRE

Please answer these questions thoughtfully, as they will help me understand what you would like in your new or redesigned logo.

1. Please write out the logo name exactly as you'd like for it to appear in the design (e.g., KB Designs, Maki Real Estate).

2. Do you have a short tag line you will sometimes use, when appropriate with your logo?

3. What is your company all about? What services do you offer?

4. Are there any well-known logos that you particularly like? What aspects, if any, would you like to emulate? You may copy and paste links here.

5. What do you want your logo to communicate about your company or products?



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6. Describe your target market, gender, age, geography.

7. Are there any elements that you would like to see included in your logo design? Are there images or concepts you do not want to see?

8. What are your color preferences? Are there any colors you do not want to use?

9. Would you like any additional design services to be packaged with your logo? (e.g. Business cards, email signature, promotional products, etc.)

10. What does your budget look like for this project and for other design projects?

Additional Comments:
