

Logo Design Questionnaire:

The form below helps us gain a solid understanding of your company, your product/service, competition, and goals for your logo. This way we have all the facts upfront when developing your logo, and this information guarantees we deliver the best possible product solution to meet your goals and objectives.

Project Contact Information:

Your Name:

Email:

Phone Number:

Business Information:

Business Name:

Main Business Email:

Main Business Phone Number:

Website URL (If applicable):

Please describe your company, and the product or service you provide:

Now describe your company & product/service in one sentence.

Please list 2-4 competitors, and include web links if possible.

What separates you from your main competitors?

Project Information:

What is your deadline for completing the logo?

What is your budget for this project?

Please write the name exactly as you would like it to appear in your logo.

Do you have a tagline? If so, What is it, and do you want it incorporated in the logo?

Do you have any specific imagery or icons that you want to include, or that you want to make sure not to include?

Do you have any particular images or symbols you associate with your product or company?(i.e. favorite animal or object like a lion, ship, tree or a monogram.

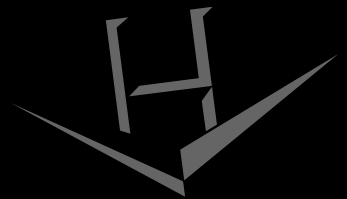
Do you want your logo to include text only, text and graphic/icon, or graphic/icon only? If you would like to use an icon, do you have any specific themes for the icon that you would like us to consider?

Do you have any ideas for the style of text (font) in your logo? (e.g. script, bold, light, hand-drawn, custom lettering, elegant, etc.)

What are your color preferences? How many colors would you like to use? Are there any colors that you DO NOT want to use?

What attributes of your business would you like your logo to reflect?

What is the overall message you want to convey to your target audience?



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Logo Design Questionnaire continued:

Where will you logo mainly be used? (Print, Web, Other)

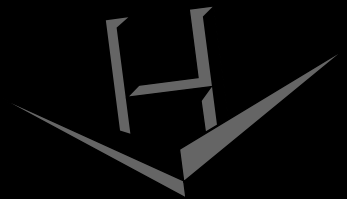
Do you like any existing logos, and if so, why? (Please provide link to logos)

Do you have any preconceived ideas about the design of your logo? What elements from your old identity do you like or dislike?

Who is your target audience/typical customer? Include demographics such as: age, gender, education level, income, careers, etc. Try to be as detailed as possible in your descriptions. Profile more than one type if necessary.

Do you have any other design or style notes/comments?

After completing this questionnaire please click the 'submit by email' button below and follow the short instructions in the automatic pop-up window - It will open your default email program. Alternatively, save the document, attach it in email and send it to Hi Octane Design: alicia@hioctanedesign.com



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