

What is the name of your business to be used in the logo design?

Describe in one sentence your business/service?

What are your business short term, medium term and long term goals?

What do you want your new logo to achieve?

What are your competitors (if known) and how would you like to differ from them?

What do you dislike about your competitors branding (if applicable)

Do you want to use existing brand colors or any particular colour palette?

Are there any colours you don't want to use in the logo design?

Who are your potential clients?

Where will you use your logo?

Do you have any specific ideas in mind for your logo design?

Do you have any particular font you would like to use in the design?

What words would you use to describe your new logo?

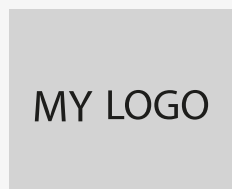
What message or emotion do you want your new logo to portray?

Does your logo have a tag line?

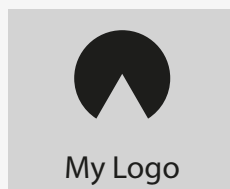
Is the tagline to appear with the main logo?

What logo do you like and why?

What type of logo are you looking for? (Please select from below)



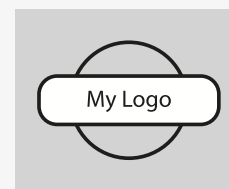
Font Only



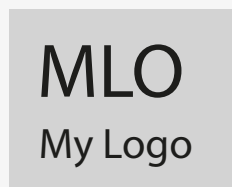
Negative Space



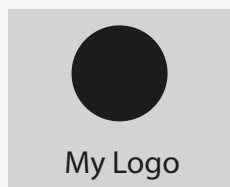
Hand Drawn



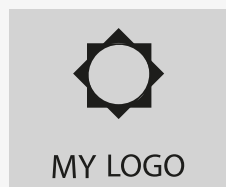
Font & Shape



Initials



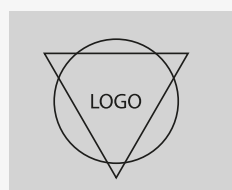
Abstract Symbol



Geometric Symbol



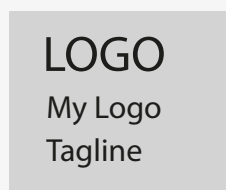
Illustrative



Vintage



Seal/Badge Style



Font & Taglines

Thanks for your time and I look forward to helping you design your new logo.

Please send your completed questionnaire to jgunnsdesign@gmail.com