

t a r a j o h n s o n

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LOGO QUESTIONNAIRE

Basic Info

Your full name: _____

Company name: _____

Company address: _____

City / State / Zip: _____

Telephone / Fax number: _____

New logo or redesign? Please explain: _____

Brief description of logo desired: _____

Design deadline: _____

Is your deadline flexible? Y / N Current business web address (if available): _____

Project Specifics

What is your tagline or slogan?

Do you have specific images or icons that you wish to portray in your logo?

In what way do you differ from your competition?

- Product
- Expertise
- Years in business
- Location
- Customer Service
- If other, please describe:

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?

Where will your new logo be used?

- Print
- Website
- Other-please describe:

Who are your main competitors? Please list their web sites if possible:

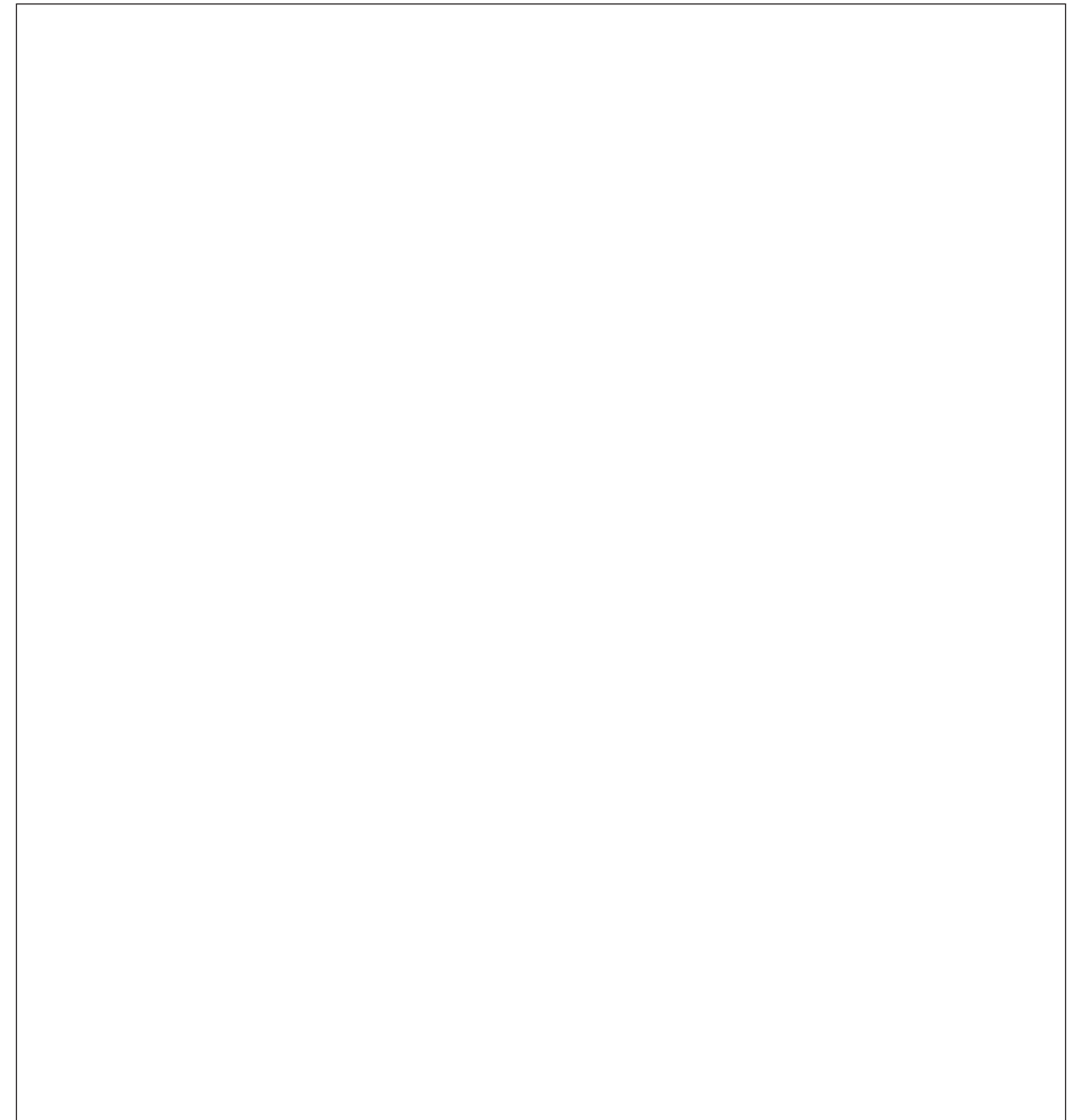
What are your thoughts about their logos?

How do you want to differ from your competitors logos?

Will you be requiring corporate stationery? E.g. business cards, letterhead design etc.

The Brief:

Please supply a brief description of the design you are looking for. Drawing is encouraged!



>> Many thanks for your willingness to participate in this questionnaire; the more information I have about you and your business, the better work I can provide to help you reach your goals!