

Client Logo Design Brief Questionnaire



- 1** What is the company name as it should appear on the logo design?

- 2** Do you have a company slogan? If so, should it be used with the logo?

- 3** Please provide a little information about what your company does.

- 4** What qualities best describe your company? Pick the 3 most important.
 Friendly Reliable Quick Value
 Budget Professional Experienced Casual
- 5** What do you like or dislike about your current logo. (If applicable)

- 6** Who are your competitors? Specific companies or general industry

- 7** What sort of "look" or "feel" are you after? (Modern, Contemporary, Traditional, Fun etc)

- 8** What are 3 company logos you like? (Any industry)

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- 9** What are 3 logos you dislike? (Any industry)

- 10** Do you have any specific colour preferences?

- 11** How/where will the logo be used?

- 12** Should the logo be:
 Single Colour Two Colour Full Colour No Preference
- 13** Any other information you would like to add?

- 14** When is the completed logo required by?
