

LOGO QUESTIONNAIRE

1) Name and Describe your company:

2) What are the values of your company that you are first to communicate to potential customers (trustworthiness, efficiency, value, integrity, etc.):

3) What kind of customer do you want?

4) Where do you want to see this logo? Where does it need to look good?

5) Using memory or do a quick search and give me some logos that you like, and tell me why (don't worry - your logo won't have to look like any of these):

6) What are logos you don't like and why (use this more in terms of your logo, i.e - you definitely don't want your logo looking like this):

7) I always start in black & white (your logo HAS to work in black & white no matter what), but what colors do you feel strongest about in terms of your brand? Color choices are process, so don't feel the need to be too specific.