



Logo Design Questionnaire

Not many people enjoy filling out questionnaires, but for your project to be successful I need some background information about you and your visions. Please complete all fields on these 4 pages where possible.

Once you have finished entering your information, simply press the 'submit' button on the last page and your form will be emailed to me. It's recommended to print or save a copy for future reference.

Your full name

Company name,
background & short
description of services.

Email address

Telephone number

Country

Project type

Design deadline

Date

Is your deadline
fixed or flexible?

Current web address
(if available)



In what way do you differ from your competition?

- Product Expertise Years in business Location
 Customer service Other – please describe:

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

What is your tagline if applicable. Do you want this in the logo?

Do you have specific images or icons that you wish or do not wish to be in your logo?

Do you have any colour preferences or any existing colours you want in your logo?

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:

Who are your main competitors?
Please list their websites if possible.

What are your thoughts about their logos? How do you want your logo to differ from their logos?

Do any existing logos appeal to you & why? If so, please provide a link to a picture of each logo.

Your project budget (for the logo)

Will you be requiring corporate stationery or other design services?

Would you like these services to be included in the quote as a package?

Your project budget (for the package as you outlined above if applicable)



Who is your target market? Be very specific.

If your customer came away with just two thoughts about your business what would you want them to be?

What is the most important application for your logo? (ie. Business Card, Website, Signage, Tshirt, etc)

Please supply a brief description of the design you have in mind and any other information that would be useful.

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 jacobcass@justcreativdesign.com

Thank you very much for your time and I'll be in touch.