

New Client Questionnaire

Below are 20 questions prior to beginning a new logo design experience.

Also, many of these questions can be applied to other forms like print and web design, so feel free to integrate them into your answers.

Please provide us with your basic information

a- Company Name

b- Name and Last Name of the person(s) in charge of the Project

c- Mail Address for the Project purposes (business cards and website contact information)

d- Phone, Fax of the companies and Mobile Numbers of the person(s) in charge of the Project.

e- Mail Address for the Project purposes and to email quotes and proposals.

Company-related questions

1- How would you describe your services and/or products?

2- What are the long term goals of your company?

3- Why do you want a new logo? (if they already have one) What do you want your new logo to accomplish?

This question helps to understand the problem.

4- Who are your main competitors?

When you provide me with links you allows me to get a better feel of your market and competition.



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5- How are you different from your competitors?

6- What's the age range of your target customer base?

Helps in creating an overall feeling and impression of the logo.

Project-related questions

7- Do you have a tag line? If so, would you like it stated along side your logo?

8- Do you have any specific imagery in mind for your logo?

9- Do you have any color preferences, or existing brand colors?

10- Do you have any colors that you do not wish to use?

11- What adjectives should best describe your logo?

12- What feeling or message do you want your logo to convey to those who view it?

13- How do you prefer your logo to be worded or written out?

Example: thedesigncubicle or the design cubicle

14- How would you like the typography to appear?

Example: script, bold, light, hand drawn, custom lettering



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15- Where will your logo be used?

Example: print, web...

16- Where will your logo primarily be used?

If the primary usage is for the web, typically horizontal logos work best.

17- What's your preferred deadline, time frame or exact date of completion?

18- Budget?

This is where I provide various pricing and concept numbers.

19- Would you like any additional design services to be packaged with your new logo?

Example: business cards, envelopes, letterheads, etc.

20- What logos appeal to you and why?

Another question you can also ask with links and visual examples.

Please feel free to add additional details and comments.



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