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# Logo Questionnaire

## CONTACT INFORMATION

First Name:\*

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Last Name:\*

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Organization / Company:

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Email Address: \*

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Phone Number:

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## YOUR CURRENT LOGO

1. Do you have current logo?\* If so, attach your logo.

Copy Image URL

No current logo

2. What DO you like about your current logo?

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3. What DON'T you like about your current logo?

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## THE PERCEPTION OF NEW LOGO

1. How do you want your new logo to be perceived by customers/visitors? (check all that apply)

Clean and Simple

High Tech

Fancy / elegant

Modern

Traditional

Other, Please Specify

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## THE DESIGN OF YOUR NEW LOGO

1. Company Name exactly as you wish it to be used in your logo \*

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2. Tagline or a slogan if you wish to include it in your logo

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3. If this is a redesign, what elements from your old logo do you want to keep in your new logo?

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4. Do you want your logo to include text-only, text and graphic, or graphic only?

Text Only

Text and Graphic

Graphic Only

5. When you think about a logo for your business, what images come to mind?  
(Objects, animals, shapes, etc.)

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6. Are there any images or concepts you DO NOT want to see?

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7. Do you have a color scheme/pallet that you would like us to use?

Yes. Please specify

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No. Open to ideas

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8. Do you have a specific font(s) you would like us to use in your new logo?

Yes. Please Specify

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No. Open to ideas

9. Do you have any sketches, samples, etc, that you wish to send to us for review?

Yes. Please attach image

No

10. Additional comments? Please state

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11. What is the desired time frame for the development of this logo

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## MORE ABOUT YOUR BUSINESS

1. Describe your company. What type of products/services do you/will you provide?

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2. Motto or mission statement

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3. Describe your direct competition; provide websites addresses, if available.

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4. Are there logos and/or graphics that you admire? (These do not have to be businesses that are similar to yours)

Paste in the URLs to them.

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Please explain why they appeal to you.

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5. Describe your target market, gender, age, geography.

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6. Where will your new logo be used? Check all that apply.

- Print Marketing
- Website / Digital Designs
- Sign(s)
- Vinyl / Decals
- Vehicles
- Apparel