



Logo Design Questionnaire

Please answer these questions thoughtfully, as they will help you communicate to us what you would like in your new logo design. If you have any questions, please do not hesitate to call us...(610) 337-8484.

1. Please write out the logo name exactly as you'd like for it to appear in the design (e.g., *Allen & Goel Marketing Company*; *Allen & Goel Marketing*; or just *Allen & Goel*).

2. Do you have a short tag line you will sometimes use, when appropriate, with your logo? If so, we will take this into consideration when designing your logo, but your logo must be able to stand on its own without the tag line as well. (e.g., *Allen & Goel Marketing Company - "Your Marketing, Sales and Design Partner"*)

3. Are there any well-known logos that you particularly like? What do you like about them and what aspects, if any, would you like to emulate?

4. Please provide some adjectives that describe what you hope to communicate with your logo. (e.g. *strong, exciting, warm, welcoming, inventive, humorous, feminine, serene, athletic, etc.*) Be sure to take a look at the logo examples we provide at the end of this questionnaire.

5. What sort of style do you envision? What do you want your new logo to communicate about your company or products? (e.g. *modern and clean, old world, cutting edge, vintage, sporty, futuristic, etc.*) Be sure to take a look at the logo examples we provide at the end of this questionnaire.

6. How would you describe your company/business to someone who has no knowledge of your existence?

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



8. Describe your direct competition; provide addresses to their websites if available.

9. Do you have any particular point of emphasis you want to see in the design?

10. Do you have any preconceived ideas about the design of your logo? Are there any elements that you would like to see included in your logo design? What elements from your old identity do you like or dislike?

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

12. Do you have any particular images or symbols you associate with your product or company? (e.g. favorite animal or object, like a lion, ship, mountain or tree.)

13. What are your color preferences? How many colors would you like used in your logo? Are there any colors that you DO NOT want to use? List your color preference if you have any.

14. Will the logo be used in print, online, signs or other materials? What are the plans for logo usage?

15. Do you want your logo to include text only, text and graphic/icon, or graphic/icon only? If you would like to use an icon, do you have any specific themes for the icon that you would like us to consider?

16. Do you have any ideas for the style of text (font) in your logo? (e.g. script, bold, light, hand-drawn, custom lettering, elegant, etc.)



17. Would you like any addition design services to be packaged with your new logo? (e.g. website, business cards, envelopes, letterheads, promotional products, etc.)

Additional Comments:

After your logo is approved, we will provide you with a style guide to ensure correct usage of the logo in future materials.

Logo Examples

The following examples are a **starting point** to help understand what we mean when we use terms such as corporate, illustrative, retro, etc. There are not really distinct differences between these categories. Most logos can fall into 2 or 3 categories.

Corporate

You can't make these logos tell your whole story. No one could really guess sports apparel by looking at the Nike swoosh. Nike took an unrelated symbol and made it their own. Unless you're a church looking for a clean version of an ancient symbol or you're Target or Apple and you want to go with the obvious choice, it's best to pick a symbol that gets you excited and go with it.



Text Only

This one is hard to keep unique because most fonts are so widely used but it can be done if you're determined to have the literary or legal look.

Crate&Barrel **SONY** **GEICO** Calvin Klein



The Seal



Old World



Whimsical





Historical



Retro



Illustration Based

These logos have a fantastic upside. They are more unique than any other type of logo. And they really are a piece of art. The best approach is to really know before you start, what sort of a symbol you want. And almost always, you end up with something very unique.

