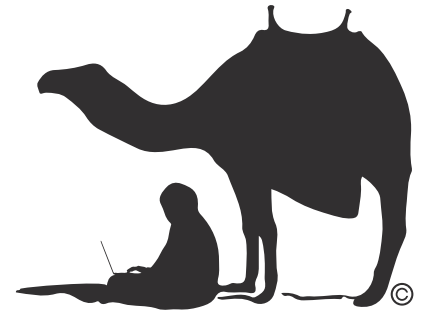


# BRAND DESIGN QUESTIONNAIRE



Name:

Email:

Mobile Number:

Company or Business Name:

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

2. What are the long term goals of your company/organisation?

3. What do you want your new logo to accomplish?

*This question helps me to understand your focus.*

4. Who are your main competitors/organisations offering similar services?

*Having you provide web links allows me to get a better feel for the market and competition.*

5. How are you different from your competitors/other similar organisations?

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

*This helps in creating an overall feeling and impression of your logo.*

7. Have you established your main market? Please include details below.

## PROJECT RELATED QUESTIONS

8. Do you have a tag line? If so, would you like it stated along-side your logo/branding/packaging?

9. Do you have any specific imagery in mind for your logo/branding/packaging?

10. Do you have any colour preferences or existing brand colours?

11. Do you have any colours that you do not wish to use?

12. What adjectives best describe your business/organisation?

13. What feeling or message do you want your logo/branding/packaging to convey to those who view it?

14: How do you prefer your logo to be worded or written out?

*Example: thedesigncubicle or the design cubicle etc*

15. How would you like the typography to appear?

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

16: Where will your logo/branding/packaging be used?

*Example: Billboards, signage, brochures, vinyls, exhibitions, retail etc*

17: Where will your logo primarily be used?

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

18. Would you like any additional design services to be packaged with your brand identity?

*Example: website design, labels, vinyls, packaging etc.*

19. What's your preferred deadline, time frame or exact date of completion?

20. What logos/designs/shapes/fonts appeal to you and why?

*Please supply links or visual examples if possible.*

21. What is your budget & have you researched current professional design costs for graphic design?

22. How many people will be associated with design decisions on your end?

*This refers to anyone who will be contacted for feedback on the design. Please supply names, contact details & their job description.*

23. Please feel free to add anything else you think might be relevant or include any queries you might have.