

Save this form to your computer, fill it out in Adobe Acrobat or Google Chrome, resave it with your company name and send it back to us.

Name

E-Mail

Phone

Company

Please answer the following questions.

1. Company/product profile - Describe the product line, company/division. Its history, personality, and values.

2. Spell out the name of the logo.

3. Statement of the design challenge - Describe the goals and challenge, restrictions, and project deliverables - What do you want your new logo to accomplish? Outline the main communication goals of the new logo.

4. Does the name have a meaning?

5. Describe the target audience and demographics – helps to influence our designs, in terms of look, feel and style.

6. Who are your direct competitors? Knowing other companies in the same space helps us to assess the competitive environment.

7. Provide a list of adjectives for the logo/product line/division/company which provides us high-level creative direction/key concepts - How would you like to be perceived by others? (i.e. Strong, rugged, refined, durable, refined, luxe, well crafted, vibrant, etc.)

8. Are there certain colors, PMS colors, palette, fonts or other co-branding that need to be used or are preferred?

9. Does the logo need a trademark symbol or registered trademark symbol?

10. In the case of a logo redesign, are you looking for a completely new look, or just an update (evolution or revolution)

11. Is this logo a part of a family of other logos? ... a division of...

12. Is there a slogan or tagline that needs to accompany the logo.

13. How do you want to be known in your industry, when compared to your competitors?

14. Do you have any ideas for the logo? (shapes, colors, icons, examples of logos you like, etc.)

15. Is there a specific font that is required?

16. How would you like the typography/font to appear? (ie: script, bold, light, custom lettering, etc)