



## Logo Design Brief

### CLIENT QUESTIONNAIRE – LOGO DESIGN

Name:

Tel No:

E-Mail:

### GENERAL QUESTIONS

What is your business?

What is the full name of the company, address & registration details etc?  
*(This is primarily for the stationery design)*

Please enter the name you would like to appear in your Logo.  
*(Feel free to include any abbreviations like "Inc." or "LLC", or registered trademark tags. We can always remove or edit the words later.)*

If you use a tagline or slogan and would like it as part of your logo, please enter it here.

### BUSINESS OVERVIEW

Please describe your company or product.  
*(Include information on what your company does, what you sell and to whom, where you sell [local, regional, global], are you an online or "brick & mortar" business, what sets your company apart from competition? Please feel free to elaborate further. It will help us design a logo that makes the right statement to the right people.)*



Who is your target audience?

*If possible, please indicate geography (local, regional, national, global) and demographic information (gender, age, income, profession).*

Customers (*please describe*):

Partners (*please describe*):

Investors (*please describe*):

Employees (*please describe*):

Employers (*please describe*):

Family and Friends (*please describe*):

Other (*please describe*):



Place an "x" next to the words that best describe your company or product.

- |                 |                          |               |                          |              |                          |             |                          |
|-----------------|--------------------------|---------------|--------------------------|--------------|--------------------------|-------------|--------------------------|
| Academic        | <input type="checkbox"/> | Dynamic       | <input type="checkbox"/> | Fun          | <input type="checkbox"/> | Premium     | <input type="checkbox"/> |
| Alternative     | <input type="checkbox"/> | Edgy          | <input type="checkbox"/> | Futuristic   | <input type="checkbox"/> | Quirky      | <input type="checkbox"/> |
| Altruistic      | <input type="checkbox"/> | Educational   | <input type="checkbox"/> | Global       | <input type="checkbox"/> | Romantic    | <input type="checkbox"/> |
| Artistic        | <input type="checkbox"/> | Elite         | <input type="checkbox"/> | High Tech    | <input type="checkbox"/> | Serious     | <input type="checkbox"/> |
| Caring          | <input type="checkbox"/> | Entertaining  | <input type="checkbox"/> | Humorous     | <input type="checkbox"/> | Sexy        | <input type="checkbox"/> |
| Challenging     | <input type="checkbox"/> | Environmental | <input type="checkbox"/> | Informal     | <input type="checkbox"/> | Sporty      | <input type="checkbox"/> |
| Charitable      | <input type="checkbox"/> | Esoteric      | <input type="checkbox"/> | Innovative   | <input type="checkbox"/> | Stable      | <input type="checkbox"/> |
| Clinical        | <input type="checkbox"/> | Established   | <input type="checkbox"/> | Intellectual | <input type="checkbox"/> | Stylized    | <input type="checkbox"/> |
| Commercial      | <input type="checkbox"/> | Family        | <input type="checkbox"/> | Long Lasting | <input type="checkbox"/> | Tasteful    | <input type="checkbox"/> |
| Contemporary    | <input type="checkbox"/> | Fashionable   | <input type="checkbox"/> | Low Prices   | <input type="checkbox"/> | Traditional | <input type="checkbox"/> |
| Corporate       | <input type="checkbox"/> | Formal        | <input type="checkbox"/> | Off The Hook | <input type="checkbox"/> | Value       | <input type="checkbox"/> |
| Counter Culture | <input type="checkbox"/> | Friendly      | <input type="checkbox"/> | Political    | <input type="checkbox"/> | Wholesome   | <input type="checkbox"/> |
| Different       | <input type="checkbox"/> | Frugal        | <input type="checkbox"/> | Practical    | <input type="checkbox"/> | Young       | <input type="checkbox"/> |

Other:

Logos you like / dislike. Please list their websites and why you like/dislike them. 3 to 5 would be great. (You may paste some examples of logos that you like and don't like here)

Colours - do you have any preferred colours?  
(For example do you generally like bright colours or earth tones?)



Are there colours we should avoid?

Do you have a preference on typestyles such as heavy, light, modern, classic, handwritten, etc? It's ok if you don't.

Do's – is there anything specific that must be included in your logo?  
(For example, "my logo must incorporate an image of mountains.")

Don'ts – Is there anything specific that must not be included in your logo?  
(For example, "I do not want to see any pyramid illustrations.")

Where will you be using your logo? Please list in order of priority. This will help us develop logos that will work effectively across all your marketing mediums.  
(For example, website, business card, building signage, trucks)

Who will be making the final decision on the logo design?  
(For example, do you have partners, a committee, or a manager that needs to approve the final logo design?)



Is there anything else you would like us to consider in producing your logo?

**Thanks for taking the time to fill out our brief sheet.  
Please return it by email to [richardhill@e-crm.co.uk](mailto:richardhill@e-crm.co.uk)**