

Client questionnaire

Thank you for taking time to fill this questionnaire. This is important because I want to make sure that I have all the info I need prior to starting the work. Also, it will definitely help me to design a perfect logo which will suit your expectations. If you feel uncomfortable using this form or already have a differently composed brief, please feel free to email it > alexbilusic@gmail.com

What is your name?

Email address?

What's your business name?

Do you have a tagline or slogan you would like to use?

What does your business do?

What differentiates you from your competitors?

Who is the target market? i.e. the age, gender, income, views, attitudes...

What is the overall message you want to convey to your target audience?

Do you have any specific color scheme (colors) you would like to use?

Do you have any specific idea of a symbol or an illustration you would like to use in your logo, or NOT to use? i.e. "something to represent wireless data transfer", "butterfly" etc. or "NO human head silhouettes please", "no bird icons"

Where will your logo mostly be used? i.e. print, web...?

Would you like any additional services after we finish with the logo design project? i.e. company stationery design, promo flyers design

Is there anything else I should know? Do you have any tips or additional comments? Please feel free to add anything. Thank you!