

STANDARD QUESTIONS

Client logo design brief questionnaire



1 What is the company name as it should be used on the logo design?

2 Do you have a company strapline or slogan? Should it be used with the logo?

3 Please provide a little information about what your company does?

4 What words best describe the qualities of your company - eg. friendly, reliable, quick, value, exclusive?

5 What do you like/dislike about your current logo (if you have one)?

6 Who are your competitors?

7 What sort of "Look and feel" is required such as contemporary/traditional/brash/minimal/corporate/fun?

8 Do you have any definite ideas about the logo design and any examples of logo design you like/dislike (links if possible)?

9 Who is your target audience?

10 Do you have any specific colour preferences?

11 Should the logo be single colour/two colour/full colour/no specific preference?

12 How/where will the logo be used?

13 Any other information you would like to add?

14 When is the completed logo required by?



Check out the
How to Design a Logo a Beginner's Course at
www.nobulldesignschool.com