# Logo Design Questionnaire

**Please answer these questions thoughtfully, as they will help you communicate to us what you would like in your new logo design. If you have any questions, please do not hesitate to call us…(610) 337-8484.**

1. Please write out the logo name exactly as you'd like for it to appear in the design *(e.g., AG Marketing Solutions; AG Marketing; or just AG Solutions)*.

   _____

2. Do you have a short tag line you will sometimes use, when appropriate, with your logo? If so, we will take this into consideration when designing your logo, but your logo must be able to stand on its own without the tag line as well. *(e.g., AG Marketing Solutions - "your marketing, sales and design partner")*

   _____

3. Are there any well-known logos that you particularly like? What do you like about them and what aspects, if any, would you like to emulate?

   _____

4. Please provide some adjectives that describe what you hope to communicate with your logo. *(e.g. strong, exciting, warm, welcoming, inventive, humorous, feminine, serene, athletic, etc.)*

   _____

5. What sort of style do you envision? What do you want your new logo to communicate about your company or products? *(e.g. modern and clean, old world, cutting edge, vintage, sporty, futuristic, etc.)*

   _____

6. How would you describe your company/business to someone who has no knowledge of your existence?

   _____

7. Describe your target market, gender, age, geography.

   _____

8. Describe your direct competition; provide addresses to their websites if available.

   _____

9.  Do you have any particular point of emphasis you want to see in the design?

    _____

10. Do you have any preconceived ideas about the design of your logo? Are there any elements that you would like to see included in your logo design? What elements from your old identity do you like or dislike?

    _____

11. Are there any images or concepts you DO NOT want to see?

    _____

12. Do you have any particular images or symbols you associate with your product or company? *(e.g. favorite animal or object, like a lion, ship, mountain or tree.)*

    _____

13. What are your color preferences? How many colors would you like used in your logo? Are there any colors that you DO NOT want to use? List your color preference if you have any.

    _____

14. Will the logo be used in print, online, signs or other materials? What are the plans for logo usage?

    _____

15. Do you want your logo to include text only, text and graphic/icon, or graphic/icon only? If you would like to use an icon, do you have any specific themes for the icon that you would like us to consider?

    _____

16. Do you have any ideas for the style of text *(font)* in your logo? *(e.g. script, bold, light, hand-drawn, custom lettering, elegant, etc.)*

    _____

17. Would you like any addition design services to be packaged with your new logo? *(e.g. website, business cards, envelopes, letterheads, promotional products, etc.)*

    _____

**Additional Comments:**

_____

*After your logo is approved, we will provide you with a style guide to ensure correct usage of the logo in future materials.*