**LOGO QUESTIONNAIRE**

In order to design a logo that meets your needs and the needs of your audience, we need to know more about you, your product, or your service. Please think through these questions thoroughly with careful attention to detail and add any information you feel is necessary. These questions are designed to help you think thorough not just what you like but more importantly what your audience will find relevant and captivating, what will engage a potential customer and what would make your business more successful. After reviewing your answers, we will follow up with additional questions to clarify any information or glean additional insight that we might need before proceeding with the creative process.

**What is your business, product or service? Do you have or want a slogan or tagline?**

**What do you want the logo to do for your business?**

**Where do you want to go with your business? How would you like to see it grow?**

**DESIRED RESULTS & VISION**

**How would you like your business to be perceived by those experiencing it on a daily basis?**

**How does your logo fit into that larger mission and how will it interface with other parts of your marketing and business?**

**TARGET MARKET**

**Who is your audience? What is your primary demographic focus? How do you see your business engaging with them?**

**COMPETITION**

**Who is your primary national or local competition? (Direct or indirect) How is your company different from them?**

**SUCCESS CRITERIA**

**Define how you will judge a successful logo.**

**PROJECT VOICE**

**What do you want your identity to say about you? How would you like people to react to your logo? What personality should it have?**

**COLOR PREFERENCES**

**What colors would you like to use (please choose 3-5 colors)? Explain why.**

**What colors do you want to avoid? Explain why.**

**GAUGING PERCEPTION**

**Do you have examples of logos you like that have the same style or meaning you want this logo to have? Do you have examples of what you don’t want it to look like? If so, please note them and attach them to the e-mail to which you return this questionnaire.**

**DEADLINE**

**What is your time frame or deadline?**

**PROJECT USE**

**How will you use this logo and in what formats?**

**Will it need to be used with a variety of media– website, brochures, posters, T-shirts, tickets, posters, name tags, etc.? If so, what will those include? Do you want us to design those? If so, can you provide them so that we can use them as a guide in creating the project? If the logo needs to be compatible with a larger brand identity, do you have any guidelines or materials we can use as a resource?**

**Do you have any guidelines for specific features we need to be sure to avoid?**

**KEYWORDS**

**Please provide two or three keywords that best describe your business, such as dependable, serious, mainstream, traditional, modern, etc.**

**ADDITIONAL INPUT**

**Please share any additional comments you think are important to take into consideration as we begin the creative process. If you have any visuals that clarify this questionnaire and your project, please include them in an email and send them along with your filled out questionnaire.**

E-mail this brief back to [donna@rouviere.com](mailto:donna@rouviere.com)