

Preliminary Questionnaire

Questions to think about before we begin your new logo.

1 What is the name of the organization? (any existing tag lines?)

2 Who is your target audience/what demographics are you trying to engage?

3 What's unique about what you do/what sets you apart from the competition?

4 What attributes/ideals/feelings do you wish your new logo to convey?

5 Are there any existing brands that are similar to what you want/any that you particularly dislike?

6 Are there any colors, icons, or mascots that are especially relevant to your organization?

7 In what media do you envision your new logo being be used most? (Web, Print, Apparel, etc.)

8 Rank your design preferences on a scale of 1-5 in the following categories: (Circle 3 if no preference)

- 1=Corporate, 5=Playful 1 2 3 4 5
- 1=Traditional, 5=Modern 1 2 3 4 5
- 1=Simple, 5=Ornate 1 2 3 4 5



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