

## LOGO QUESTIONNAIRE

Before starting the project it's essential to get the right preliminary information from you, in order to bring your vision in the creative concept. Many of the questions below will also help in putting together an accurate quote for your logo.

### COMPANY-RELATED QUESTIONS

1. Company name, address and URL/website.
2. Your name and e-mail address.
3. How would you describe your services and/or products?
4. Why do you want a new logo? (if you already have one)
5. Who are your main competitors?
6. How are you different from your competitors?
7. What's the age range of your target customer base?

### LOGO-RELATED QUESTIONS

1. What will the logo be used for? (e.g. company, product, application etc.)
2. What adjectives should best describe your logo?
3. What feeling or message do you want your logo to convey to those who view it?
4. Would you like a symbol or a logotype? (e.g. symbol: Mc Donald's, Nike; logotype: IBM, Ford)
5. Do you have any color preferences?
6. Do you have any colors that you do not wish to use?
7. How would you like the typography to appear? (e.g. script, bold, light, hand drawn, custom lettering etc.)
8. Where will your logo be used? (e.g. print, web)
9. Are there any examples of logos that you like or dislike?
10. Would you like any addition design services to be packaged with your new logo? (e.g. business cards, envelops, letterheads, etc.)

### THANK YOU!

Please e-mail your answers to [office@winsoftinvent.ro](mailto:office@winsoftinvent.ro)