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# **Logo Design Client Questionnaire**

**Please take your time and answer ALL of the questions. Logo design and branding is a collaborative process and needs your involvement in all stages.**

# Client Information:

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| --- | --- | --- |
| **Company:** | | **Contact Person:** |
| Address: | | **Phone :** |
| Email: | | **Email:** |
| Phone: | |  |
| Website address: |  | |

# **Logo Design Brief**

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| --- | --- |
| What is the Name of the company that will appear on the Logo? |  |
| Are there any tagline/slogan associated with the logo? |  |
| Please give us a brief overview of your company. What are your services? What you do or produce? |  |
| Who are your target audience/typical customer? |  |
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| **Theme, Look, Style and Feel**  What sort of style do you envision? (E.g. professional, modern and clean, old world, cutting edge, vintage, sporty, futuristic, High etc.) |  |
| 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.). Be sure to look at the logo examples we provide at the end of this questionnaire. |  |
| Are the any ideas that you like to use for the logo (or) you are open to ideas?  **Ideas, icons, images or symbols**  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.) |  |
| **Colors**  What are your color preferences? |  |

# **Logo Examples**

These examples are a starting point to help illustrate what we mean when we use terms such as corporate, old world, illustrative, etc. There are not clean divisions between these categories. Most of the logos could fall into several categories.

**Corporate/Professional**

Corporate logos are simple, bold and communicate strength. They do not necessarily illustrate what a company does. They are basic trademarks that come to symbolize a company even if they are start as a somewhat arbitrary choice.



**Text Only**

Text-only logos are a challenge to keep unique because most fonts are so widely used. However, it can provide a nice literary or legal look. Alternatively, if you want something artier, a handwritten or arty font can look can look unique.



**Historical/Seals**

These are having classic rich feel and have real longevity.



**Old World**

Fun and beautiful. We are huge fans of old world style.



**Whimsical**

Whimsical logos, they are based on illustrations take more time and more budget are more unique than any other type of logo



# **Other Information**

Please provide any information, which you think we might need to know, which hasn’t been covered in your answers?

|  |
| --- |
|  |

Once this form completed, please send it back to your **Project Account manager**.

**Thank you** for taking time out of your day to fill out this design brief for logo. Please save this file for your reference and email it to us at **info@sanjoselogodesign.com**

One of our team members will contact you shortly. Please feel free to contact us. We are committed to working with you to provide a complete professional image that increases your brand equity and enhances the value proposition of your products/services.

## Disclaimer:

*The following information will strictly be used for order fulfillment, and to have a clear understanding of your business; it will not at all be distributed to any third party/service vendor by us.*

*Your input is valuable to us, and we strongly encourage you to brief as much as you can. However, we will be corresponding with you at every step of the process even after receiving this document as a logo varies enormously in appearance. Any future alterations to the following specifications will subject to additional charges or mutual understandings. Carefully submit your details as it would be the building block for our design work. Feel free to leave fields blank if not applicable. In case of any concerns that you would like to discuss over the phone related to this form, call us at* ***1-5102797593****, Note: After design approval and during development phase you cannot ask for stop your project, no refunds will be applicable.*