Logo Design Questionnaire

CasperStudio

Tell us a bit about your company:

Company name: _____

Your name: _____

Address: _____

Phone: _____

Mobile: _____

Email address: _____

What does your company do?

_____

_____

_____

_____

What is the history of your company?

_____

_____

_____

_____

Let's get down to business:

What's your deadline for this project? (dd/mm/yy) _____

What is your available budget for the logo project? _____

Would you like any additional design services alongside your new logo?

(eg. business cards, letterheads, social media icons/banners, advertising material and merchandising etc.)

Yes ☐   No ☐

Who are your main competitors and how do you differ from them?

_____

_____

_____

What do you like or dislike about your competitor's branding?

_____

_____

_____

I'd like to target clients who are:

Kids & teens ☐

In their 20s ☐

In their 30s ☐

In their 40s ☐

In their 50s ☐

Senior citizens ☐

My clients come to me because:

I offer excellent service ☐

I have the best products on the market ☐

I have the best prices on the market ☐

Do you want to expand your target audience in a certain direction?

_____

_____

Moving on to the fun stuff: Your new logo design!

What do you want your new logo to achieve?

_____

_____

_____

Please provide examples of logos you like. What do you like about them? (Attach imagers in email response)

_____

_____

_____

Do you have a specific idea in mind for your logo?

_____

_____

_____

Is there a particular font you would like to use?

Serif ☐   **San-Serif** ☐   Other _____

What words should describe your logo? Choose 2 or 3

Playful ☐   Abstract ☐   Strong ☐   Classy ☐

Clear ☐   Elegant ☐   Minimal ☐

Other _____

	Yes	No
Does your logo have a tag line?	☐	☐
Is your tag line to appear with your logo on all of your branding?	☐	☐

Where will the logo be used?

Moblie ☐   Social ☐   Web ☐   Print ☐

Is there anything else you'd like to tell us?

_____

_____

That's all we need for now! Thank you for taking the time to fill this in- we'll be in touch shortly