**LOGO DESIGN QUESTIONNAIRE**

Logo Owner Name:

Email:

Phone:

1. What is the exact name you would like used in your logo design?
2. Are there any acceptable abbreviations of the above? If so, detail.
3. What (if any) other words would you like in your logo?
4. What is your mission statement, slogan, tagline or motto? Do you want that included in the design?
5. What is your projected audience or demographic?
6. What is the nature of your business?
7. Who are your competitors?
8. What makes you different from your competitors?
9. What logos have you seen that you like? (URLs if possible)
10. What logos have you seen that you dislike? (URLs if possible)
11. What style would you like for your logo? (Wordmarks & lettermarks, Pictorial, Abstract logos, Combination marks) Please see examples https://www.nucleo.com.au/loco-for-logos/
12. What colors do you like or expect? Find HEX code here: http://www.colourlovers.com/colors
13. What colors do you dislike or would like not used?
14. Any additional comments?