



Questions for LOGO DEVELOPMENT, you can use your answers in a separate paper.

*01. How would you describe your business and what it does?*

*02. Who is the target audience or intended market?*

*03. What do you have in mind for your new logo?*

*04. What makes you different from your competitors?*

*05. What keywords best reflect your business?*

*06. What type of logo do you require?*

Here you want to know if it's the main business logo, personal brand logo, website logo, print design for business cards, brochures, post card, etc. or logo for everything.

*07. What is the exact wording for your logo?*

'My Business', 'my business', My-Business', 'MY-business'

*08. Is there a tagline to accompany the logo?*

Having to include a tagline can govern the decisions made with the design so it's important to know at the start of the project.

*09. Do you have existing colors that you prefer?*

*10. Where do you intend to use the logo?*

*11. What logos do you find appealing and why?*

*12. What logos do you find unappealing and why?*

This allows me to understand more about my clients taste. It's important to know what they dislike about the logos they mention as not to jump to any false conclusions.

*13. What does the logo need to say about your business?*

This gets them to think about what the most important aspects of their business they want to get across, Fun, trustworthy, traditional, quirky etc.

*14. What images/icons/symbols do you think best represents your business? Please include any images that you want me to see before I start your project (logo).*

*15. Would you like further design services, incorporating your new logo?*

*16. Any additional comments?*

*I appreciate your answers, thank you...*