

# LOGO DESIGN QUESTIONNAIRE

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. Who is your targeted audience?
5. What is the nature of your business?
6. Who are your competitors?
7. What makes you different from your competitors?

8. What logos have you seen that you like? (URLs if possible)

9. What logos have you seen that you dislike?

10. What feel or style would you like to convey with your logo?

11. What colors do you like or expect?

12. What colors do you dislike or not want used?

13. Any additional comments?