



# Logo Design Questionnaire

\* This PDF form can be completed using Adobe PDF Reader, on any computer, or Preview on a Mac.

Please take your time filling out this form - it will help me narrow down how to approach the design of your logo. This file can be edited in a PDF Reader. When you have filled it in, please save it and send it to me at [info@andrewbackhouse.design](mailto:info@andrewbackhouse.design) - thank you!

1. What name do you wish to use in your logo design?  
(Please ensure you have registered any associated domain names).

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2. What specific tagline do you wish to see in your logo design (if any)?

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3. Do we have free reign to use upper and lower case characters where appropriate?

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4. What is your business sector?

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5. What kind of products and / or services do you provide?

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6. Where do you intend to apply your logo?

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7. Who is your target market?

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8. What kind of feel would you like your logo to project? i.e. Corporate, classy, fun.

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9. Which of the following logo styles do you prefer?



Icon above text

☐


Icon at side of text

☐


Icon & text incorporated

☐


Enclosure

☐


Text only

☐


Custom Text

☐

10. Which of the following font styles do you prefer?

Serif

☐

Sans Serif

☐

*Script*

☐

**BLOCK**

☐

**DECORATIVE**

☐

***Heavy Script***

☐



11. Are there any specific elements (pictures for example) you'd like to see in your design?

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12. Are there any specific elements you **do not** want to see in your design?

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13. What are your preferred colours?

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14. Which colours do you dislike (if any)?

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15. How many colours would you like to use in your design?

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16. Please mention any specific existing logo styles which you favour

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17. Is there any additional information you'd like to add which would help?

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