



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 - thank you!

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

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

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

4. What is your business sector?

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

6. Where do you intend to apply your logo?

7. Who is your target market?

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



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?

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

13. What are your preferred colours?

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

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

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

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