

Name: _____
 Address _____
 Email: _____
 Additional: _____

Logo / Brand - Initial survey

Thank you so much for filling out this initial survey.
 Feel free to send me a sketch or images aswell.

BUSINESS

What is the name of your business?

Why did you pick that name in particular?

Describe in one sentence your business/service?

Does your business/service have/or want a slogan/tagline?

What do you like/dislike about your competitor's branding?

Who are you ideal clients/demographic?

How do you want your business/service to come across compared to your competitor?

What do you want your new logo to achieve?

Do you have a specific idea in mind for your logo?

Do you have a colour palette in mind?	Vibrant	Pastel	Black&White
	Neutral	Fluro	Nothing yet

What message or emotion do you want your logo to portray?

What words should describe your logo?	Bold	Neutral	Delicate
	Elegant	Simple	Powerful
	Modern	Minimal	Out-there
	Soothing	Striking	Soft
	Corporate	Retro	Playful

Is there additional information you have / or any initial questions?

YOUR LOGO!