

Client Logo Questionnaire



Date:

Customer Name:

Address:

City, State, ZIP:

Phone Number:

Email:

Is the logo for a company or product?

What is the overall mood of the company?
(Playful, Serious, Ultra-Professional)

Should the logo reflect the mood of the company
or is it stand-alone?

Do you envision something techy or more organic?

Any colors you have in mind?

What is the primary product of the company?

What are the demographics of your customers?

Who is your competition?

Where will the logo appear? (letterhead, business
card, billboard, tv, clothing, etc.)

What is the general purpose or intent of the logo?

Please tell us the background behind the company or product and if there is anything specific you would
want included.