



## LOGO DESIGN QUESTIONNAIRE

Please answer these questions thoughtfully, as they will help you communicate to us what you'd like in your new logo design.

Your Name

Email Address

Phone

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Company name

Company background & short description of services.

Current web address  
(if available)

Project type

(Only fill if you choose redesign project)  
Why do you want a new logo? What do you want your new logo to accomplish?

Who is your target market? Be very specific.

Who are your main competitors? Please list their websites if possible.

How are you different from your competitors?



Please write the exact name as you would like to appear in your logo.

Do you have a tag line? If so, would you like it stated along side your logo?

Do you have specific images or icons that you wish or do not wish to be in your logo

Do you have any colour preferences or any existing colours you want in your logo?

What attributes of your business would you like your logo to reflect?

What feeling or message do you want your logo to convey to those who view it?

Do any existing logos appeal to you & why? If so, please provide a link to a picture of each logo.



Where will your logo primarily be used?  
(ie. Business Card, Website, Signage,  
Tshirt, etc)

Your project budget  
(for the logo)

Will you be requiring corporate stationery or other design services?

Would you like these services to be included in the quote as a package?

Your project budget (for the package as you outlined above if applicable)

Please supply a brief description of the design you have in mind and any other information that would be useful.

After completing this questionnaire please click the 'submit by email' button below and follow the short instructions in the automatic pop-up window - It will open your default email program. Alternatively, save the document, attach it in email and send it to [info@crazyslug.net](mailto:info@crazyslug.net)