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**Logo Design Questionnaire**

*Note: upon completion, please send this document to us at* *info@thesloganshop.com**. We’ll be in touch with lightning-fast speed to confirm receipt and begin work.*

**Designing a logo is all about the details.  Please answer as many questions as you can:**

**The big picture**

* What words or letters do you want included in your logo?
* Do you have a slogan/tagline?  Do you want it to be included in the logo?
* Quick creative exercise: if your logo were a celebrity, who would it be and why?
* Provide five adjectives to describe your logo.  Some examples are below:

        (Feminine, Masculine, Young, Mature, Luxury, Economical, Modern, Classic, Playful, Serious, Loud, Quiet, Simple, Complex, Subtle, Obvious)

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**Tell us about your company/target audience:**

* Explain what your company / organization is and does.
* How are you different than your competition?
* What are the benefits of your product/service?
* What attributes of your business / organization would you like your logo to reflect?
* Who are you trying to attract with your marketing message? Be specific.
* What is the overall message you want to convey to your target audience?

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**Describe what you want designed:**

* Describe your aims and requirements in detail here — the more specific, the better. Tell the designers what is required, but also let them know where they’re free to be creative.
* What key pieces of information / copy need to be included?
* Include links to any images, sketches, or documents that may be helpful.

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**Design preferences**

* Use [Google](http://google.com/) to search for similar designs that you like, include at least (3), explain why you like them and what to include/exclude in your design.
* Do the same exercise but look for (3) design styles that you DO NOT like and explain why.

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**Tone & Image:**

Funny / Casual / Formal / etc.  What tone and imagery will be most effective, specific visual goals?

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**What colors would you like to see in your logo?  (It is usually best to stick to one or two colors):**

* Red:  Passion, Anger, Vigor, Love, Danger
* Yellow:  Knowledge, Energy, Joy, Intellect, Youth
* Green:  Fertility, Wealth, Healing, Success, Growth
* White:  Purity, Healing, Perfection, Clean, Virtue
* Blue:  Knowledge, Trust, Tranquility, Calm, Peace, Cool
* Black:  Fear, Secrecy, Formal, Luxury
* Purple:  Royalty, Wisdom, Spirituality, Imagination
* Orange:  Creativity, Invigoration, Unique, Stimulation
* Gray:  Balance, Sophistication, Neutrality, Uncommitted

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**Below you see different ‘genres’ of logos.  Please select (write below, image can’t be clicked) the one that you feel best suits your needs/preferences.**

**Important note: our fee does not include custom character design or mascots.  For these projects, an extra change of $150 will apply.  Contact us at** **info@thesloganshop.com** **if this is what you require and we will send you a Paypal Merchant invoice for the total fee.**

