



SO YOU NEED  
A LOGO?

**GREAT!**

I DO THOSE. \_\_\_\_\_

Thank you for choosing me to help you get started on your company's future with a fantastic brand! It is important to help me understand everything about your business so the resulting logo is accurately representative of not only your company but what you do and what you believe in. I do a significant amount of research about your particular market in the beginning stages of logo design, and the answers to these questions will help me focus appropriately.

Please answer as many of these questions as you can (*don't worry if you're not sure of an answer*) and then we can discuss next steps. **Here's to the start of a great logo design!**

---

#### **COMPANY/ORGANIZATION DETAILS**

1. What is the name of your company?
  
2. What services or products does your company provide?
  
3. What sets your company apart from others? Why should I choose your company over your competitors?
  
4. How long has your company been in business?
  
5. What is the size of your company? (*This may be answered in number of employees or revenue*)
  
6. Who is your main competitor?

---

GET ON THE WAGON. DON'T WORRY. I'LL PULL.

13623 Stepney Lane | Chantilly, Virginia 20151 | t. 571 276 1175 | e. amy@amywaggs.com | w. www.amywaggs.com

7. What motivated you to start this business/organization?

**BRANDING**

8. If you had to describe your company/organization in one word, what would it be? Why?

9. Do you have a current logo?

Yes      No

(If yes to above, please answer the following. If no, skip to question 10.)

9a. What elements from your previous logo would you like to retain?

9b. What is the reason for modifying or redesigning your logo?

9c. How old is your current logo?

10. Does your company have a tagline or slogan that should be included with the logo?

11. Does your company already have specific colors or fonts? If yes, what are they?

**DESIGN PREFERENCES**

What color palettes might you prefer? Why?

Where will the logo be primarily used? (*i.e. Web, Social Media, Print, Large Signs, Microsoft Word, etc.*)

Are there any elements you would prefer to see in the logo? (*Include your preference in reference to icons, typography, characters, etc. if applicable.*)

What words or icons must be included in the logo?

In your opinion, what is the primary purpose for a logo?

**TARGET AUDIENCE**

Who is the primary target audience? (*Who is most likely to use your services/product?*) Which gender are you targeting?

Who currently uses your product the most?

What are or will be your main forms of advertising? (*How do most customers find out about your company?*)

Where do most of your customers live?

*continued on next page*

## BUDGET AND TIMING

What is your approximate budget for this logo design?

What sort of deadline are you working with on this logo? (*Are there any special events or promotions on which the completion of this design depends?*)

Do you foresee any needed modifications in the near future?

Yes      No

Which is most important for you: quality, speed, or cost?

Quality      Speed      Cost

Will you be needing any other services in addition to this logo design?

Thank you for taking the time to fill out this questionnaire. Please save your completed PDF and email to [amy@amywaggs.com](mailto:amy@amywaggs.com).