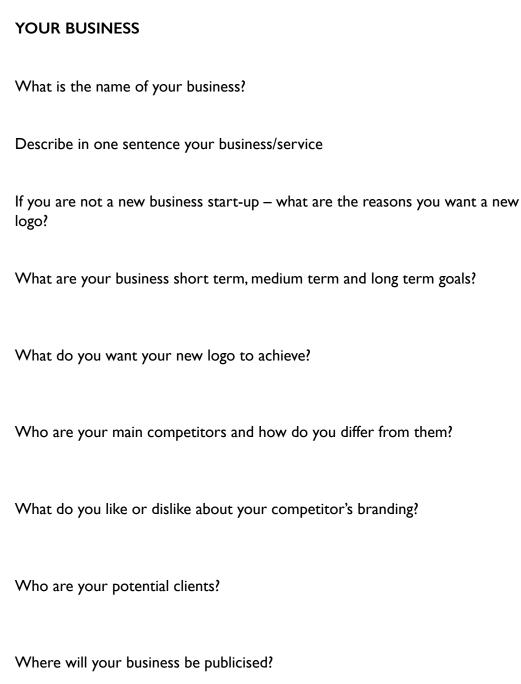
Wylde Branding Co

LOGO DESIGN QUESTIONNAIRE:

There are certain questions we like to ask a client prior to beginning the logo design process, to ensure good, clear communication. It may seem like a long list, but it helps me to know what you, our client, needs and expects from your finished logo/branding. It also helps to clarify your own vision for your business branding. Please take a little while to fill in this questionnaire:



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LOGO DESIGN QUESTIONNAIRE:

YOUR LOGO
Do you have a specific idea in mind for your logo?
Do you want to use existing brand colours or a particular range of colours?
Are there any colors that you do not want to use?
Do you have a particular font you would like to use – or ones you definitely do not want to use?
What words should describe your logo?
What message or emotion do you want your logo to portray?
Does your logo have a tag line?
Is your tag line to appear with your logo on all of your branding?
Where will you logo be used?
What logos do you like and why?

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LOGO DESIGN QUESTIONNAIRE:

THE PRACTICAL BITS!

When do you want your logo to be web/print-ready?

What is your Budget?

Would you like any additional design services alongside your new logo? (eg. business cards, letterheads & other stationery, social media icons/banners, advertising material etc.)

Any other comments?