



Questionnaire for logo development

Because your logo is such an important part of your image, the process of creating it can end up being one of the most challenging of all design projects. This planner is designed to help smooth out the process.

These questions are the same questions WWD will most likely ask during your first meeting. However, many clients find it valuable to go through them beforehand, think about things and jot down some notes.

Basic information:

Company name _____

Contact name for this project _____

E-mail _____

Phone _____

Fax _____

The Details:

How will the logo be used (business cards, signage, Web site, billboard)?

List any color that must be used or must be avoided?

Who is the competition? (We don't want to use the same look or colors.)

Do you have an established look that the logo must work with, or are we setting the design direction with the logo?

Give a description of what the logo needs to represent (outdoor lifestyle, high fashion, trendy boutique).

List the things that make your company/product unique.

Who is your target market?

Karin Wilson owns Wild Woman Design, LLC, a graphic design firm. She can be reached via her Web site, www.wildwomandesign.com, where you can also sign up for her monthly "Graphically Speaking" column – full of tips to help make your graphic design a success. Copyright 2004 Wild Woman Design.

