



Logo Design Questionnaire

So you've seen my work and you'd like me to create a sparkling brand image for you. This document will serve as a starting point of our fruitful collaboration. Please take the time to fill out this form completely with as much detail as possible. The more information you include, the easier it will be for me to grasp your vision for your brand. So go ahead and get started!

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1. Please state the exact wording you wish to appear in your new logo.
(usually your business name)

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2. What is your tagline or slogan?

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3. Would you like your tagline included in your new logo?

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4. Are there any colours you wish to see in your new logo? Are there any colours you'd prefer not to see used?

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5. Did you have any sort of symbolism in mind for your new logo? If so, what sort of symbols do you prefer? *(ie. minimal, illustrative, abstract etc.)*

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6. Please provide example of a couple logos you like and describe why you like them.
(web addresses are OK)

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7. What type of product or service does your business offer?

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8. Please list any competitors you might have and then what makes you unique.
(web addresses are OK)

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9. What is your vision for your company? (ie. Where would you like to be in 5-10 years?)

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10. What is your budget for this project?

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11. Is there anything else you'd like me to know about your company?

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That wasn't so difficult, was it? Now that you've filled in the form, let me know how I can get in contact with you and we can get the ball rolling! When you're done, send an email with the saved form as an attachment to: **info@bpdesign.ca** Thanks!

Name:

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Email address:

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Phone number:

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Alternate phone number:

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SAVE

PRINT