

## The Business

1. What is the name of your business or company?
2. Do you have a company tagline or slogan? (Must it be attached to the logo?)(Provide both)
3. What product/s or service/s does your business provide?
4. If you are not a new business start up what are the reasons you want a new logo?
5. Is there a unique story behind your business?
6. Where do you see your new service or business in five years time?
7. Where will your new logo be used? (stationery, shop exterior, products, print, web, social media, etc.)
8. What is the price point of your products or services, low, mid level, high?

## The Competition

1. Who are your main competitors?
2. What differentiates you from your competitors?
3. Why should your audience choose you over your competition?

## The Audience

1. Who is your target audience?
2. Describe your ideal customer. (Age range, job, income, location, where do they shop, how do they dress, what do they care about)
3. What is the overall message you want to convey to your target audience?
4. What words do you want your audience to associate with your company?

## Personal Preference

We are designing for the audience but it is helpful to be aware of personal preference as you, the client, will be approving the logo. If anything does not align with these goals these can be discussed before we begin the design phase. What brands or logos regardless of industry capture the look and feel you are going for? Provide examples. Are there any fonts, colors, images, icons that you would like to include in the logo? Any that you would like to be avoided? Provide examples.