

Logo design & branding is essential for building a strong brand identity, creating recognition and differentiation in a competitive market, building trust and credibility with customers, driving brand loyalty and establishing an emotional connection with the target audience, making it an indispensable tool to promote the success and growth of a company. The secret to solid logo design is creating a logo that best represents not only your company, but your company's mission, goals, ideas, and desires.

COMPANY INFORMATION

1 - What is the name of your company? *(Make sure you have registered all domain names.)*

2 - Do you want this name to be part of the logo?

yes

no

3 - What is your company's tagline? *(Leave blank if you don't have a tagline.)*

4 - Do you want this tagline to be part of the logo?

yes

no

5 - What is your company's founding date? *(Only the year is enough.)*

6 - Do you want the founding date to be part of the logo?

yes

no

7 - What is your business sector? *(Choose your main sector.)*

8 - What kind of products and/or services do you provide?

9 - Who is your target audience? *(demographic, geographic, psychographic, behavioral ...)*

10 - Who is your main competitor? *(similar company in the same sector, region, target group)*

11 - What is unique about your product/service that your competitor does not offer?

DESIGN INFORMATION

1 - Where do you want to apply the logo?

2 - What feeling do you want your logo to convey? (i.e. funny, businesslike, first class...)

3 - How many colors would you like to see in your logo? (Specify if possible.)

4 - Which color(s) do you NOT want in your logo?

5 - Are there specific elements you want to include in your logo? (shapes, letters...)

6 - Are there any specific elements you DO NOT want in your logo? (shapes, letters...)

7 - What kind of logo style do you like/want? (You can indicate multiple examples.)



8 - What kind of font style do you like/want? (You can indicate multiple examples.)

Brand

Brand

Brand

Brand

Brand

Brand

Brand

Brand

9 - Which existing logos do you think could meet your expectations or fit well with the style for your company? *(Just name the company.)*

A logo is only a small part of a company's identity. Colors, fonts... are also part of the identity we call branding. This is to ensure that the image of the company to the outside world is always correct.

10 - What would you like to have developed for your company?

just the logo

full branding

11 - What other products would you like to have designed? *(Check what you need.)*

business card

letterhead

envelope

brochure

company profile

publication design

flyer

poster

banner

wall signage

email signature

social media profile

vehicle branding

clothing branding

other *(specify below)*

12 - Is there anything else you would like to add?

Please return this document so that we can start our cooperation. You can always contact me if you have any questions. Thank you.