



*beautiful brands, creative graphic design solutions*

**How would you describe your services and/or products?**

**What are the long-term goals of your company?**

**What do you want your new logo to accomplish?**

**Who are your main competitors?**

**How are you different from your competitors?**

# BRANDING QUESTIONNAIRE

**What's the age range of your target customer base??**

**What makes your company remarkable?**

- |   |   |
|---|---|
| <input type="checkbox"/> Being the cheapest.                              | <input type="checkbox"/> Having awesome customer service.                       |
| <input type="checkbox"/> An amazing guarantee or returns policy. Tip:     | <input type="checkbox"/> Being supplier of a service/product in a certain area. |
| <input type="checkbox"/> Supplying the best quality product around.       | <input type="checkbox"/> Something else   |
| <input type="checkbox"/> Offering unique add-on packages no one else can. |   |

**Other**

**What logos do you like and why?**

**What logos dont you like and why?**

Pinterest is a great place to find logos for inspiration. please send copies of logos you like/dislike when you return this form

**Who exactly are your customers, demographics, psychographics?**

"If you could roll all your customers into one super-customer... what would he/she be like?"



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**Do you have a tag line? If so, would you like it stated alongside your logo?**

**Do you have any specific imagery in mind for your logo?**

**Do you have any colour preferences?**

**Do you have any colours that you do not wish to use?**

**What adjectives should best describe your logo?**



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**What style of logo do you require?**

graphical (symbol/icon with your name ) Example BP

typographical (wordmark). example Coke?

**What orientation of logo would you prefer?**

landscape (possibly with icon to the side)

vertical (possibly with icon on top)

I require a logo in both formats?

**How do you prefer your logo to be worded or written out?**

Example: Looksee Design, LOOKSEE DESIGN or looksee design

**How would you like the typography to appear?**

Example: script, bold, light, hand drawn, custom lettering

**Where will you logo be used?** Example: print, web...

**Where will your logo primarily be used?** If the primary usage is for the web, typically horizontal logos work best



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**What type of things will your logo be used on?**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Point of Sale Displays   | <input type="checkbox"/> Website         | <input type="checkbox"/> Marketing Materials |
| <input type="checkbox"/> shop and vehicle signage | <input type="checkbox"/> social media    | <input type="checkbox"/> TV                  |
| <input type="checkbox"/> Uniforms                 | <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Other               |

**What feeling or message do you want your logo to convey to those who view it?**

**What Style do you want your logo to be in**

for example: fresh, quirky, fun, modern, elegant, eco, artistic, retro, vintage youthful, industrial, sophisticated, corporate, kiddy, natural and earthy, other

**What's your preferred deadline, time frame or exact date of completion?**

**Is there anything else Looksee Design can help you with?** Website Design and Development, Marketing Material, Printing, Copywriting, etc? If yes please send me your requirements for a quote.

**SUBMIT TO [HELLO@LOOKSEEDESIGN.COM.AU](mailto:HELLO@LOOKSEEDESIGN.COM.AU)**