

## ***Personal Details***

Name \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Telephone \_\_\_\_\_

Country \_\_\_\_\_

## ***Project Details***

What is your preferred deadline? \_\_\_\_\_

Is this fixed or flexible? \_\_\_\_\_

How much do you plan to dedicate to this brand identity design?  
\_\_\_\_\_

Will you be requiring letterhead + business card design?  
\_\_\_\_\_

Is this a new project or a rebranding? \_\_\_\_\_

How many people will be responsible for maintaining the brand identity?  
\_\_\_\_\_

Were you after any other design or consulting services? Please outline details here. \_\_\_\_\_  
\_\_\_\_\_

## ***Business Details***

What product or service does your business offer? \_\_\_\_\_

Who is your target audience and who is your most ideal customer?  
\_\_\_\_\_

How do people learn about your product or service?  
\_\_\_\_\_

Who are your competitors and how do you differ from them? (Please provide links)  
\_\_\_\_\_

Please provide general information about your business (location, years in business, employees, etc.) \_\_\_\_\_  
\_\_\_\_\_

## ***Logo Details***

What is the exact name as you would like it to appear in your logo?

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What was the idea behind the business name? Is there a unique story behind it?

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What is your tagline? Does this need to be incorporated into the logo design at all? \_\_\_\_\_

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What is the overall message you wish to portray? \_\_\_\_\_

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In five words? Please rank in order of importance. \_\_\_\_\_

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What logos do you think will appeal to your audience and why? (Provide links where possible) \_\_\_\_\_

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Do you have any colour preferences? \_\_\_\_\_

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Where will you be using this logo design? (print, website, etc.) \_\_\_\_\_

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What is the most important application of those mentioned above?

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Please provide any additional details: \_\_\_\_\_

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## ***A Helping Hand***

How did you find me? (lisaseyevew.com, Friend, google, etc.) \_\_\_\_\_

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What is the primary reason you are reaching out to lisasEYEview for this project? \_\_\_\_\_

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Thank you for taking the time to fill out my logo questionnaire. I will get you a quote as soon as I possibly can. *(This make take a bit of research on my part)*