aj designs

LOGO DESIGN QUESTIONNAIRE

This questionnaire is designed to give us a basic understanding of your business before we begin the design process. It helps us to know what you, the client, need and expect from the finished logo / branding, and we will then be able to give you a quotation.

Please answer as many questions as possible, save this PDF, and email it to us at amy@ajdesignsuk.com. If you'd prefer to chat over the phone please call us on 07527 821644.

YOUR BUSINESS

What is the name of your business / organisation?

Describe your business / service in one sentence

What do you want your new logo to achieve?

Who are your main competitors, and what makes you different to them?

Who are your potential clients?

YOUR LOGO

Do you have a specific idea in mind for your logo?

Do you have a specific colours / branding you need to adhere to?

Are there any colours you don't want in the logo?

Are there any specific fonts you would like?

What words should describe your logo?

Does your logo have a tagline? If so, should this tagline appear on all branding?

Where will your logo be used (i.e. print, web)?

Are there any logos you like, and what is it that you like about them?

TIMESCALES & BUDGETS

Do you have a specific timescale or deadline to meet?

What is the ballpark budget for this project?

Would you like any additional design services / products alongside your new logo? If so is there a deadline to meet?

Is there any other information you feel may be useful at this stage?