



Our designs will inspire and delight our clients

While saving the planet!

Questionnaire for Logo Development

Because your logo is such an important part of your image, the process of creating it can end up being one of the most challenging of all design projects. This planner is designed to help smooth out the process.

These questions are the same questions WWD will most likely ask during your first meeting. However, many clients find it valuable to go through them beforehand, think about things and jot down some notes.

Basic information:

Company name

Contact name for this project

E-mail

Phone

Billing address

How many decision makers are working on this project (please list who they are and their positions)?

The Details:

How will the logo be used (business cards, signage, website, billboard)? How will people be driven to your site? (advertising, mobile, search engine, QR code, etc), social media links/icons, video uploads (format? You tube? Etc)

List any color that must be used or must be avoided?

Who is the competition? (We don't want to use the same look or colors.)

Do you have an established look that the logo must work with, or are we setting the design direction with the logo?

Give a description of what the logo needs to represent (outdoor lifestyle, high fashion, trendy boutique).



List the things that make your company/product unique.

Who is your target market?

Anything else you think I need to know about how fabulous you and your company are? Please list it here!

Karin Wilson is the creative thinker and designer of Wild Woman Design, LLC, a graphic design firm. She can be reached via her website, www.WildWomanDesign.com, where you can also sign up for her monthly “Graphically Speaking” column – full of tips to help make your graphic design a success. Copyright 2004–2013 Wild Woman Design.



We guarantee a greener approach to designs that sell™. Our designs inspire and delight our clients and their customers in a way that encourages them to appreciate beauty and to preserve it. Together, we will grow our businesses and conserve natural resources to help everyone feel good and improve our karma!

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