



20 Questions To Ask Clients Prior To Designing A new Branding Logo

Company-related questions

- 1 | Being specific, describe your services?
- 2 | Describe the long term goals of your company?
- 3 | Please explain why do you want a new logo? (if they already have one) What is it that you want your new logo to accomplish? This question helps to understand the problem.
- 4 | What are you planning to do with this new logo? (ie. website, facebook, twitter, etc.)
- 5 | Who are your main competitors?
Having clients provide links allows you to get a better feel for their market and competition.
- 6 | Would you say there is a specific age that you're looking to connect with? If so, what would the range be? Helps in creating an overall feeling and impression of the logo.

Project-related questions

- 7 | Do you have a tag line? If so, would you like it stated along side your logo?
- 8 | Do you have any specific imagery in mind for your logo?
- 9 | Do you have any color preferences, or existing brand colors?
- 10 | Do you have any colors that you do not wish to use?
- 11 | What adjectives should best describe your logo?
- 12 | What feeling or message do you want your logo to convey to those who view it?
- 13 | How do you prefer your logo to be worded or written out?
Example: thedesigncubicle or the design cubicle
- 14 | How would you like the typography to appear?
Example: script, bold, light, hand drawn, custom lettering
- 15 | Where will your logo be used?
Example: print, web...
- 16 | Where will your logo primarily be used?
If the primary usage is for the web, typically horizontal logos work best.
- 17 | What's your preferred deadline, time frame or exact date of completion?
- 18 | Budget?
This is where I provide various pricing and concept numbers.
- 19 | Would you like any addition design services to be packaged with your new logo?
Example: business cards, envelopes, letterheads, etc.
- 20 | What logos appeal to you and why?
Another question they can also with links and visual examples.