
Logo Design Questionnaire

Please take the time to fill out the questionnaire carefully as it will equip us to better create a brand that more accurately, appropriately and effectively represents your business.

Q1: Please provide a basic outline of your requirement.

We need a completely new logo ☐ We need a refreshed logo ☐ Other ☐

Q2: What is the trading name of the company?

Q3: What is your core service / product offering?

Q4: Who are the competitor brands?

Q5: Are there any logos / brands in particular that you enjoy the design of?

Q6: Do you have any preferred colours or colours we should avoid?

Q7: Do you have any symbol or icon preferences, relevant to either your business or your industry?

Q8: Who are the target audience? (Supply specific demographics if relevant)

Q9: Is this a B2B (Business to Business) and B2C (Business to Consumer) Brand?

B2B ☐ B2C ☐

Thank you for taking the time to fill out this basic questionnaire.

Please email it completed to gary@garyvanzyl.com