



shirts101TM

LOGO + BRANDING QUESTIONNAIRE

We understand that there may be a lot of information to cover in this questionnaire, but please don't feel overwhelmed. All that we ask is you answer as many questions to the best of your ability so that we have the best understanding of your business. We are always available and willing to help answer any questions you may have about any of the following. Now let's get started...

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How would you describe your business?

An example of this would be your mission statement or a general description of what your business is about.

What are the long-term goals of your company?

Who are your main competitors?

Please provide names of any businesses with links so we can get a better feel for the market & competition.

How are you different from your competitors?

What is the age range / demographic of your target customer base?

What adjectives would best describe your business?

Do you currently have a logo? If so, what do you dislike about it?

What do you want your logo to accomplish?

Do you have specific imagery in mind for your logo?

Do you have any color preferences or existing brand colors you want to include?

Are there any colors that you do NOT wish to use?

If applicable, why does your business use the colors and/or fonts you're using currently?

What feeling or message do you want your logo to convey to those that see it?

Do you have a tag line? If so, what is it and would you like it as part of your logo?

How do you prefer your logo to be worded or written out?

How would you like the typography to appear?

Example : script, bold, light, hand drawn, custom lettering, etc.

Where will your logo be used?

Print, web, or both? If the primary usage is for the web, typically horizontal logos work best.

What's your preferred deadline, time frame, or exact date of completion?

Do you have a budget for this logo design? If so, please include.

How many initial concepts would you prefer to receive initially?

Would you like any additional services to be packaged with you new logo?

Examples : business cards, envelopes, letterheads, signage, etc.

What logos appeal to you and why?

Please provide names of any businesses or organizations that we could potentially use for inspiration.

What is the primary reason you chose shirts101 to design your logo?

Which is most important for you : quality, speed, or cost?

Speed and low cost means the quality can suffer. Speed and quality will cost more. Demanding quality and low costs means it will take more time.

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Thank you for taking the time to fill this out.

We will look this over and get a better idea of what service package would suit your needs best. We will be in contact with you soon, discuss options for moving forward, and then start the design process.