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## LOGO QUESTIONNAIRE

**Design is a very subjective field**, therefore **for this project to be successful** we need **you to define your expectations** in terms of the logo design. Please keep the following in mind when answering the questions below:

Please **be as specific as possible**, explaining what you mean when using attributes. For example, if you'd like your logo design to be "elegant", please explain what you mean by "elegant". Rather say: *"I prefer clean lines without complicated detail and lots of white space"*. As the word "elegant" will be interpreted differently from person to person. Telling us what words like "elegant", "young", "fun", "funky", "corporate", etc. mean to you, will help us to design a logo that you'll fall in love with at first glance!

Remember that the initial designs we create will be based on our interpretation of your information provided below. This is meant to be a **starting point to the project only**, although if you immediately love one of the logos presented, the project ends there. Please review information on our website on how the project would proceed from this initial phase, as well as additional costs which would apply.

It is advised that you **print or save a copy** of your answers to the questions below, for your own future reference.

|   |  |
|---|--|
| Company name / Name to appear in logo:  |  |
| Project Type - Redesign / New Design:   |  |
| What is your tagline or slogan? (only specify if you want this to be included in the design): |  |
| Do you have specific images or icons that you wish to portray in your logo?:                  |  |
| What attributes of your business would you like your logo to reflect?:                        |  |
| What is the overall message you want to convey to your target audience?:                      |  |
| Where will your new logo be used?:  |  |
| Who are your main competitors? Please list their websites if possible:                        |  |
| What are your thoughts about their logos, and how do you want to differ?:                     |  |

**The main brief:**

Please supply a brief description of the design you are looking for here.

Example website addresses where you like other companies' logos can be included here for the designer to review these examples.

If there are specific colours that should be used, please describe here.

The more information you can provide to us here, the closer the logo designs will represent your requirements and meet, or even exceed, your expectations.

Thank you for your time in filling out this questionnaire.

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**LIT Creations**

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