



LOGO DESIGN QUESTIONNAIRE

BEHANCE.NET/TOTHEDESIGNER

QUESTIONS
SUPPORT &

contact

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Please answer the following questions to help be strategic with your new logo design.

#1 ORGANIZATION NAME

Please write out the logo name exactly as you'd like for it to appear in the design.

#2 SLOGAN

Do you have a short tag line or slogan you will sometimes use, when appropriate, with your logo? If so, we will take this into consideration when designing your logo, but your logo must be able to stand on its own without the tag line as well.

#3 REFERENCE LOGOS

Are there any well-known logos that you particularly like? What do you like about them and what aspects, if any, would you like to emulate?

#4 | ADJECTIVES

Please provide some adjectives that describe what you hope to communicate with your logo (e.g. strong, exciting, warm, welcoming, inventive, humorous, feminine, serene, athletic, etc.). Be sure to take a look at the logo examples we provide at the end of this questionnaire.

#5 | COLOR PREFERENCES

Do you have any colors that you are just crazy about, which will also be well liked by your audience?

#6 | TRENDS

Do you want the logo to feel more traditional and well-established or more modern and aware of current trends?

#7 | SYMBOLS

Do you have any particular images or symbols you associate with your product or company? (e.g. favorite animal or object, like a lion, ship, mountain or tree.)



#8 | STYLE

What sort of style do you envision? These examples are just a starting point. There aren't really clean divisions between these categories. Most of the logos could fall into several categories.

○ CORPORATE

Corporate logos are simple, bold and communicate strength. They don't necessarily illustrate what a company does. They are basic trademarks that come to symbolize a company even if they are start as a somewhat arbitrary choice.



○ TEXT LOGOS

Text-only logos are a challenge to keep unique because most fonts are so widely used. But it can provide a nice literary or legal look. Or if you want something more artistic, a handwritten logo can be stunning.



○ HISTORIC LOGOS/SEALS

These have a classic rich feel and also have real longevity.



○ OLD WORLD LOGOS

Beautiful and vintage. We're huge fans.



○ WHIMSICAL

Whimsical logos, when they're based on illustrations take more time and more budget are more unique than any other type of logo.



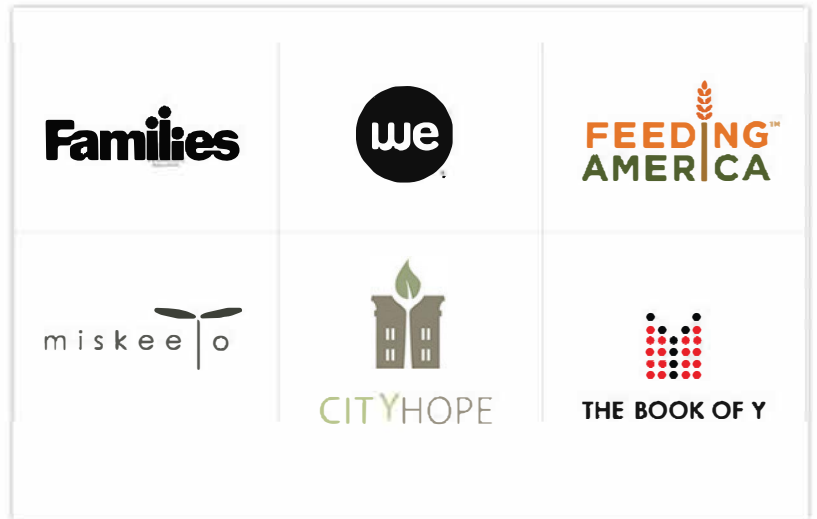
○ ILLUSTRATIVE

The challenge with illustrative logos is finding a balance between artistic complexity and the simplicity necessary for a memorable brand. These can also require much more time to illustrate.



○ MODERN

Modern logos are clean and simple, but have more personality than corporate logos



FINAL COMMENTS

