



## **LOGO AND BRANDING QUESTIONER**

# 1. Logo Style

Please select 1 or 2 of your favorite logo styles:

<p>(A) Abstract</p> 	<p>(B) Symbol</p> 
<p>(C) Shape</p> 	<p>(D) Crest</p> 
<p>(E) Enclosed</p> 	<p>(F) Illustration</p> 
<p>(G) Typography</p> 	<p>(H) Calligraphy</p> 
<p>(I) Initial</p> 	<p>(J) Web 2.0</p> 

# 2. Business / Brand Description

Please provide us with a brief description of your business / brand and the related key visual elements that the new brand should focus on presenting to the world.

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### 3. Brand Perception

Please inform us of the perception you would like your brand to achieve:

- Value [ ] or Luxury [ ]
- Modern [ ] or Traditional [ ]
- Fun [ ] or Serious: [ ]
- No Preference [ ]
- Additional Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 4. Color Preference

Please inform us of the colors you like, or if you do not have a color preference, inform us of any objectives you may want to achieve with your brands colors (i.e.: "prestigious colors"):

- Primary Color(s): \_\_\_\_\_
- Secondary Color(s): \_\_\_\_\_
- Color Objectives: \_\_\_\_\_

### 5. Favorite Logos

Please inform us of any logos that you really like so that we can gain insight into the direction you would like the logo / branding to take.

- Logo 1: \_\_\_\_\_
- Logo 2: \_\_\_\_\_
- Logo 3: \_\_\_\_\_

## 6. Additional Instructions

If you have any other specific things that you would like to see included please inform us in this section (i.e.: "I would like the logo to focus on a ship"):

- Specific Focus 1: \_\_\_\_\_
- Specific Focus 2: \_\_\_\_\_
- Specific Focus 3: \_\_\_\_\_

## 7. Notes

If you have any other notes regarding this branding project, please include them in this section.

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