

Company-related questions

1- How would you describe your services and/or products?

2- In a few words, what are the long term goals of your company?

3- Why do you want a new logo? (if they already have one) What do you want your new logo to accomplish?

This question helps to understand the problem.

4- Who are your main competitors?

Having clients provide links allows you to get a better feel for their market and competition.

5- How are you different from your competitors?

6- What's the age range of your target customer base?

Helps in creating an overall feeling and impression of the logo.

Project-related questions

7- Do you have a tag line? If so, would you like it stated along side your logo?

8- Do you have any specific imagery in mind for your logo?

9- Do you have any color preferences, or existing brand colors?

10- Do you have any colors that you do not wish to use?

11- What adjectives should best describe your logo?

12- What feeling or message do you want your logo to convey to those who view it?

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

Example: thedesigncubicle or the design cubicle

14- Do you have an opinion o. would you like the typography to appear?

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

15- Where will you logo currently be used?

Example: print, web...

16- Where do you project your logo be used in the future?

If the primary usage is for the web, typically horizontal logos work best.

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

18- Describe your expectations for the logo design process.

19- Would you like any addition design services to be packaged with your new logo?

Example: business cards, envelopes, letterheads, etc.

20- What logos have you seen that appeal to you and why?

Another question they can also with links and visual examples.