



Zinnialegna
Graphic
Designs

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LOGO QUESTIONNAIRE

Date: _____

Name: _____

Phone: _____

Email: _____

What is the name of your company/ business?

Do you have a slogan or tagline?

What does your company/business sale?

How would you describe your services and/or products?

What motivated you to start this business/company?

Who is your main target?

Name one of your major competitors

Is there a logo from another company you like, or really dislike?

Do you want a typography logo, Icon or both?

Do you have a color or colors that you would like?

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

Where will you logo be used? Example: print, web...

Would you like any addition design services to be packaged with your new logo?
Example: business cards, envelopes, letterheads, etc.

Do you have any comments or Ideas? (Must, don'ts or no no's)