



KJanStudio Logo Design Questionnaire

Your Information:

Company name:

Your name:

Address:

Phone:

Email address:

Your Business, Non-profit, Consultancy:

Who are you and what does your business stand for?

Do you have a mission statement, and what is it? If not, what is your mission?

What product or service do you provide? What problem do you solve?

Who is your target audience?

What is the best way to reach your target customer?

What are your short term business goals?

What are your long term business goals?

How would your clients describe you? (ex: honesty, integrity, timely, quality)

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Creative energy...Creative solutions



What makes you unique?

What adjectives would you use to describe you, and/or your company, non-profit, consultancy and your product or service,?

Your Competitors:

Who are your competitors?

How are you different from your competitors?

How are you the same?

Logo Design/Redesign

Do you have an existing logo and color scheme?

What text should be in the logo (ex: company name, tag line, etc.)?

What are your ideas for the look of your logo?

What theme and feeling do you want the logo to convey?

Do you have a color preference?

Are there any colors that you absolutely don't like?

Graphic image or font logo?



If a graphic image is desired, are there any images that you are leaning towards? Are there any images that you do NOT want?

One or two colors, full color, or not sure?

How will you use your logo? business cards, website, stationary, invoices, signage, car signs, pens, embroidery, traditional (print) ads, etc

Logo Redesign:

Do your clients recognize your current logo?

What does your current logo say about you?

How would you like it to be different?

How would you like it to be the same?