



Questions to Ask Before Starting a Logo design How to Get What You Want from Your Graphic Designer

Company-related questions

- 1 How would you describe your services and/or products?
- 2 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 How would you like the typography to appear?
Example: script, bold, light, hand drawn, custom lettering
- 15 Where will your logo be used?
Example: print, web...
- 16 Where will your logo primarily be used?
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 Budget?
This is where I provide various pricing and concept numbers.
- 19 Would you like any additional design services to be packaged with your new logo?
Example: business cards, envelopes, letterheads, etc.
- 20 What logos appeal to you and why?
Another question they can also ask with links and visual examples.