



## Matthew Wilson Logo Design Questionnaire

1. Do you have a tagline or a slogan? Would you like to see it incorporated with the logo?
2. What are the marketing and business goals using this logo; what will it accomplish?
3. How would you describe your company/business to someone who has no knowledge of your existence?
4. Describe your target market, gender, age, geography.
5. Will the logo be used in print, online, signs or other materials? What are the immediate plans for logo usage?
6. Will you require a style guide developed for the new logo? If so, will you need a basic or extended style guide?
7. Do you have an in house design team to ensure correct logo usage in the future materials?
8. What do you want your new logo to communicate about your company or products?
9. Please state your creative strategy (pointers, ideas, or buzzwords).
10. Describe your direct competition; provide addresses to their websites if available.
11. What logos or websites have you seen that you like or catch your eye?
12. Is there a certain look that you like (include URLs or company names if possible)?



13. Are there any elements that you would like to see included in your logo design? What elements from your old identity do you like or dislike?
14. Do you have any particular point of emphasis you want to see in the design?
15. Do you have any preconceived ideas about the design of your logo?
16. Are there any images or concepts you DO NOT want to see?
17. Do you want your logo to include text only, text and graphic, or graphic only?
18. How many colors would you like used in your logo? List your color preference if you have any.
19. Do you have any ideas for the style of text (font) in your logo?
20. Do you prefer icon based logo or text based logo or combination of the two?
21. Do you have any specific themes for icon based logo if any you would like us to consider?

Please fill out the information above and email to [mwilson@mw-creative.com](mailto:mwilson@mw-creative.com)

Thank you