

COMPANY NAME	CONTACT NAME
CONTACT NUMBER	EMAIL

LOGO DESIGN QUESTIONNAIRE

Please install Adobe Acrobat Reader to complete this form. [Download here](#)

In order for your project to be successful, we require some background information about you and your objectives concerning your logo. Kindly complete the form and email it back to: brands@avatarbrands.com

Project type? (Please tick appropriate answer)

New design Redesign

Design deadline Date

Is your deadline fixed or flexible?

Fixed Flexible

Company background & short description of services:

In what way do you differ from your competition?

Product Expertise Years in business Location Customer service

Other – please describe:

Please write the exact name as you would like to appear in your logo.

What is your tagline? (If applicable) Do you want this in the logo?

Do you have specific images or icons that you would or would not want to be in your logo?

Do you have any colour preferences or any existing colours you want in your logo?

What attributes of your business would you like your logo to reflect?

What is the overall message you want to convey to your target audience?

Where will your new logo be used?

Print

Website

Other (please state)

Who are your main competitors? Please list their websites if possible.

What are your thoughts about their logos? How do you want your logo to differ from their logos?

Do any existing logos appeal to you & why? If so, please provide a link to a picture of each logo.

Your project budget (for the logo)

- 1-2 concepts R799 3-4 concepts R999 5-6 concepts R1199

Will you be requiring corporate stationery or other design services?

- Business cards Email signatures Letterheads
 Envelopes Invoice and estimate templates Calendars
 Other (please describe)

Would you like these services to be included in the quote as a package?

- Yes No

Your project budget (for the package as you outlined above if applicable)

Who is your target market? Be very specific.

If your customer came away with just two thoughts about your business what would you want them to be?

What is the most important application for your logo? (ie. Business Card, Website, Signage, Tshirt, etc)

Please supply a brief description of the design you have in mind and any other information that would be useful.