

1. What services or products do you provide?
2. What image best represents your company?
3. Do you have a tagline for your company that might help describe your business in the logo?
4. Who is Your Target Audience?
5. Who are your competitors, and what do you think about their logos (please attach images to email or paste urls in response)?
6. What are some words you'd use to describe the feeling you want your logo to convey... for example— strong, corporate, casual, warm/inviting, etc.
7. Where will the logo be mainly used? Print, web, etc.? Are there any special applications that should be taken into consideration that might limit the number of colors or detail (embroidery on clothing, vehicle, signage, etc.)?
8. Are there any elements from an existing logo that you'd like to keep and why?
9. Which colors best suit your brand? And what colors would you like to stay away from?