



Corporate Image Design Studio

Logo Design + Web Design + Brand Design + Visual Identity + Brand Management & Consultancy

Questionnaire for Designing a LOGOTYPE

- 1- Which is the name of the company or product/service that the logo will represent?
- 2- Which main concept you would like to communicate / evoke?
- 3- Which one(s) do NOT want to communicate/evoke?
- 4- Which is the look and feel you want? traditional? innovative? modern? safety? speed? quality?
- 5- Is there a color scheme already defined? Why those colors?
- 6- If not, which one you would like the most and why? Which ones you dislike? Why?
- 7- Which one is the attribute that separates you from the competitors?
- 8- If there is none, which one you would like it to be?
- 9- If the company were a personal/animal/plant, which one would it be? Why?
(character, physical appearance, attitude... etc)
- 10- What would you like to receive as an answer when people are asked about your company/product? (1 to 3 words)
- 11- Which are your main competitors?
- 12- What have you competitors better done than you?
- 13- What do you have better than your competitors?
- 14- If there is anything else you would like to add to let us know your company/product better, feel free to write it down.

*Please complete
the following
questionnaire
and email I to
ideacion@gmail.com*

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