



Logo Design Discovery

First Name

Last Name

Email Address

Phone Number

Website URL (if available)

This answers that you provide to the following questions will help us learn about your business, and guide us in developing a successful logo.

Business name (please spell it as you would like it to appear in your logo)

Do you have a tagline? Would you like a tagline shown in a logo variation? Y/N

What does your business do? (a few points about your product and service offerings)

Are you looking for a new design, or a re-design? If it's a redesign, please describe in detail why you feel that your current branding is not working for you.

Describe what makes your business unique from your competition?

Who is your target market? (age, gender, and anything else specific)

What message would you like to convey to your target market?

Do you want / not want any of the following in your logo:

Specific images/icons (please list):

WANT

DO NOT WANT

Specific colours (add colour codes if available):

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

On which products will your logo be used? (Please list a few main applications. For example, business cards, signage, website, vehicle, t-shirt, etc)

Who are your main competitors (Please list website URLs if possible)? What do you like / not like about their logo and brand?

What logos do you like the appearance of, and why? Please provide URLs or send images of each.

Will you be requiring other design, print, or web services? If yes, would you like us to include an estimate/quote on these as well? Please describe any pre-planned budgets.

Do you already have a logo idea in mind? Please describe any details or send a rough sketch in your email.

Logo Design Budget: \$_____ Deadline Date: _____ Is this date flexible? _____

Is there any other information that you'd like us to know?

Thank you for filling out our questionnaire. Please email the form to info@bluemonster.ca. We will be in touch.

