

**What are your business objectives?**

i.e What are your reasons and intentions for the new logo design. What do you do...?

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What is your company mission and vision?

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How would you like to be perceived by others?

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Who is your primary target market?

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What do you offer your target market that others do not?

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What do you want your logo to say about you?

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What keywords best describe your business?

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What are 2 logos that you like and dislike?

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What colors do you like and dislike?

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Please supply all your contact details, office & postal addresses, CK no's & vat no's that I may need for your stationary... ?

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*Creative Integration* 

## The Business

What do you do (and can you say it concisely)?

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What dont you do, or do well (especially in respect to competitors)?

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What differentiates you from yours competitors?

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## Competitors

Who are you competing with?

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Who might you compete with in the future

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(if the client, or competitors, expand their offerings)?

Who else is in your sphere (similar services, well-known names, customer favorites)?

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## Projected Image

How you want customers to perceive you?

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What do you want to be famous for?

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What words should people associate with you?

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Why should customers choose you?

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Who are your ideal customers?

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What do customers watch, what do they read, where do they browse?

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How do they find out about the client?

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What customers dont you want?

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**Specifics & Use**

Where will the logo be used?

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What future uses seem likely for the logo?

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Is there a unique story behind the business, or business name?

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Are there any inspiring visuals associated with the product/idea/location?

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Are there any colors or visuals that the you particularly love/hate?

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**Process**

How should the comps be presented?

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How comfortable are you with seeing early ideas?

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