

Brand Identity Design Questionnaire

Please be as detailed as possible. It will help us understand your vision and expectations better. It will also help us design the identity best suited to the audience

Index

Contact information

Business Information

Distribution

Competition

Creative considerations

Timeline

Additional notes

Contact Information

Company name

Address

Name

Email

Phone number

Business Information

How would you describe your business?

Do you have a tagline or slogan?
Would you like to see it incorporated with the logo?

What do you want your new logo to communicate
about your company or products?

Distribution

Please describe how and where your logo would most commonly be displayed.

(ex. outdoor/indoor signage, on-screen (tv, lm, web, mobile), print collateral, packaging, shopping bags, etc...)

Please describe your target audience.

Sex

More details about your audience:

Age range

Geographic concentration

Competition

What are some businesses you consider your direct competition?
Please provide links to their websites and/or social media channels, if available.

Creative considerations

What logos or websites have you seen that reflect characteristics you'd like your identity to have?

Please include URLs or company names.

How do you want your identity to 'look + feel'?

Please list any relevant descriptive words and cite examples, if possible

How many colours would you like used in your logo? list your colour preference, if any.

Describe the type style (if known) you'd like to see in your new identity

(ex. serif, sans serif, hand-lettered, script, etc...)

Are there any images, concepts or type styles you do not want to see?

What best describes your desired logo style?

Please check all that apply.

WORDMARK

Includes your company's name in a stylized typeface and/or company initials in a simple shape.



PICTORIAL MARK

A pictorial mark includes literal or representative imagery to symbolize your brand.



ABSTRACT MARK

Features abstract shapes and symbols to convey an idea or attributes.



EMBLEM OR ENCLOSURE

Features the name or initials of the company usually as part of a pictorial element or shape.



Timeline

What is the desired timeline for the completion of this project?

Additional notes

All Done. Great!

Thank you for
your time.

Please save the completed form and
either mail us at info@ssahil.com