

Client Questionnaire: Logo/Visual Identity

Thank you for contacting Colourshape for your new logo/visual identity project! A professional, well-designed brand can tell a story that leaves a lasting impression and creates an enduring emotional connection with customers. To succeed in branding, it is important to understand the needs and wants of both your company and your customers; the following questions are designed to help determine these needs and wants. Please enter your detailed answers in the fields below and return the completed form to Curtis at curtis@colourshape.com.

1. How would you describe your services and/or products?

2. What are the current and long-term goals of your company?

3. Who are your main competitors? How are you different from your competitors?

4. What do you want in a new logo/brand? What is your overall objective?

5. What is your target market and ideal customer?

6. Do you have any specific imagery in mind for your logo?

7. Do you have any existing brand standards you'd like to retain (colours, fonts, etc)?

8. What feeling or message do you want your logo to convey to those who view it?

9. Are there any existing logos or brands that you particularly like (or dislike)? Why?

10. What is your preferred deadline, time frame or exact date of completion?

Additional comments: