



BUSINESS SAVVY DESIGN

LOGO DESIGN QUESTIONNAIRE

Thank you for your interest in Brew Creative. Please complete the following questionnaire in as much detail as possible.

The questionnaire will serve as a basic logo design brief and it will help to:-

1. Crystallize your design goals and objectives
2. Give us the necessary background to provide you with a fair and accurate quotation

Respond by email

The grey form fields can be filled in directly through Adobe Acrobat Reader, Adobe Acrobat Professional or Preview (for MAC). Simply click on the checkboxes to select your option. When you are done with the questionnaire, please save it and email it to hello@iheartbrew.com.

Respond by fax

You can also print this form, fill it out and fax it to us at 3150 6348. Do consider the environment before printing and use recycled paper where possible.

Contact name

Company name

Company registration

Phone number

Email address

Company address

Postal code

Type of project

- New Design
- Re-design

Project deadline

My deadline is...

- Fixed
- Flexible

Current URL

Please describe your company or product.

Include information on what your company does, what you sell and to whom, where you sell (local, regional, global)

What is your company tagline or slogan?

(If applicable)

Our business strength is...

- Product
- Customer service
- Location
- Years in business
- Expertise
- Other – please describe:

Who is your target market/audience?

If possible, please indicate geography (local, regional, national, global) and demographic information (gender, age, income, profession)

What are some keywords you would use to describe your business?

(i.e. premium, academic, edgy, artistic, alternative, personal, fun, etc)

Who are your competitors and what is it that you like/dislike about their logos?

Please list their URLs if applicable

Please enter the name you would like to appear in your logo.

Feel free to include any abbreviations like "Inc." or "LLC", or registered trademark tags.

What is the overall message/image that you would like your logo to project?

What are some company logos that you like?

You may wish to visit www.logopond.com for references; the examples can be unrelated to your industry/business. Please list a minimum of 5 logos, and include your comments.

What are some company logos that you dislike?

You may wish to visit www.logopond.com for references; the examples can be unrelated to your industry/business. Please list a minimum of 5 logos, and include your comments.

Do you have specific images or icons that you wish to portray in your logo?

Do you have any preferred colours?

Are there colours that should be avoided totally?

What type of logo would you prefer?

- Wordmark
- Letterform Mark
- Mark
- Abstract Marks / Symbols
- Emblem
- We'll leave it up to Brew Creative

[Click here for a detailed explanation of types of logos](#)

Do you have a font/type preference?

(i.e. Serif, sans serif, cursive, heavyset, thin, narrow etc.)

Will you be requiring corporate stationery?

(i.e. business cards, letterhead design etc)

Project budget

Design fees are affected by factors such as complexity of requirements, number of concepts and revisions desired and the experience of the designer assigned.

SGD\$

Additional brief/comments

How did you find out about Brew?

THANK YOU FOR FILLING OUT THIS QUESTIONNAIRE. WE WILL BE IN TOUCH SHORTLY!