

VOJODESIGN[®]

LOGO & BRAND IDENTITY DESIGN QUESTIONNAIRE

Below you will find a questionnaire which is the first stage of logo and brand identity development at VOJO Design. It is meant to help us gather information for your quote and for further development process.

Please try to give accurate, thoughtful, detailed replies to the questions given below. Your reply will help us gain valuable insight on your company, the business you conduct, and your customers, as well as your taste and personal preferences. Most importantly, your replies will help us formulate the goals your new logo and identity package will be required to achieve.

To fill in this pdf and save it, you will need Adobe Acrobat Professional. If you do not own a copy, you can simply write your responses in a Word document and email that to us.

What is the aim of developing this logo? Is it the first version, or are you looking to redesign your existing logo? If you want your logotype to undergo a redesign, describe the things you don't like and wish to see corrected. What are the practical goals you want to achieve with this new logo?

What are the possible ways to refer to your company? Please give us its full name, allowed abbreviations and spelling variants, the common name to be used throughout the site, etc.

Does your company have a formulated mission and/or goals? If you have a slogan or a tagline, please include them, too.

Describe your field of operation and your business directions. List the key points of your marketing message, your advantages, anything else you would like your potential customers to know about you in the first place.

Who are your customers? Describe your target audience, if possible, including their age, sex, social status, income etc.

List 3-5 logotypes you like. It is desirable that these logos represent companies from your business sphere. Try to mention why you like these logos, and note possible disadvantages, if any.

Give us your idea of the color scheme and any other directions to be followed when designing your new logo.

List several logos you don't like. Try to go into detail concerning the qualities of these logotypes you find disadvantageous, and the possible reasons.

Characterize the mood and the associations you would like your new logo to convey. What is the impression you would like people to get when seeing your logo?

Do you have any particular images or symbols you associate with your product or company which you would like us to incorporate into your new logo? (e.g. animal, building, tree, ship, abstract shape, initials, etc.)

