

NOT JUST A **LOGO**

Client Company Questionnaire



COMPANY OVERVIEW AND LOGO BRIEF

To obtain a better understanding of your business and for us to design a logo that compliments it, please answer the following questions as best you can.

Company/organisation details

1. What sets your company apart from others?

2. Who is your main competitor?

3. What services or products does your company provide?

Branding

4. If you had to describe your company/organization in one word, what would it be? Why?

5. If *your customers* had to describe your company/organization in one word, what would they say? And why would they say that?

6. Do you have a current logo?

7. (If yes to above) What elements from your previous logo would you like to retain?

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8. What is the reason for modifying or redesigning your logo?

9. What is the positioning or mission statement of your company?

10. Does your company have a tagline or slogan that should be included with the logo?

11. What do your customers recognise first when they see your current logo?

12. Why does your company use the colours, fonts, etc. that it currently does?

Design preferences

13. What colour palettes might you prefer? Why?

14. Where will the logo be primarily used?

15. Are there any elements you would prefer to see in the logo?

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16. What is your preference in reference to icons, typography, spokespeople (characters), etc.?

17. What restrictions, if any, might there be on the logo?

18. What words or icons must be included in the logo?

19. What logos do you like and why?

Target audience

20. Who is the primary target audience? (Who is most likely to use your services/product?)

21. Who currently uses your product/service the most?

22. Are you looking to expand, modify, or completely change your target audience?
Or will it remain the same?

23. How do most customers find out about your company?

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24. What is the average income level of your target audience?

25. What sort of deadline are you working with on this logo?

26. Are there any special events or promotions on which the completion of this design depends?

27. Will you be needing any other services in addition to this logo design?

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PERSONIFICATION

Personify YOUR product by giving it a personality. If your product was an actor, “who would it be?” A rock star, “who would it be?” A cookie or a dessert, “what kind of cookie or dessert” would it be?

Branding is all about perception. It’s how your ideal clients see you, feel about you and describe you to other people. Is it in alignment with what you intended?

By giving your brand a strong personality, you can ensure that it is both memorable and unique.

The key word there is strong. This often means that we need to amp up the personality of your brand and exaggerate certain aspects so that they are noticeable to your dream clients.

Complete this exercise to gain an understanding of your business and it’s brand. Here are a few questions that can help you to craft a character around your brand.

1. If your brand was the love child of two famous individuals, who would they be?

2. If your brand was a city, what city would it be?

3. If your brand was a genre of music, what genre of music would it be?

4. If your brand was a make of car (or bicycle), what make of car (or bicycle) would it be?

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PERSONIFICATION

5. If your brand had a personal fashion style, what would it be?

6. If your brand was a fragrance, which one would it be?

Now, bring it all together in a paragraph that elaborates on the above.

Ask yourself why you answered the way that you did in each question. Elaborate on your answers by weaving in as much description as possible.

For Example:

Audrey Hepburn & David Attenborough have a love child named (your business). From them she inherited her classic style, humanitarian heart and love of nature. She lives in Copenhagen because it combines her love of art and architecture with a progressive point of view. She goes out in the evening to listen to Gypsy Jazz because she loves it's soulfulness and upbeat charm. She rides a black and gold cruiser bike because who says you can't be environmentally conscious and still look fabulous? Her personal style is minimal and classic. She believes in having fewer, high quality things that never go out of style. She is also a woman on the go and aims to be both timelessly elegant, practical and approachable. Her fragrance of choice is a combination of floral, citrus and musk because it is strong, feminine and grounded.

By creating a character around your brand you can start to find the inspiration for how to express the brand personality throughout all of your communications.

Perhaps your intro videos begin with the genre of music you listed. Perhaps the personal style statement influences the design of your website. Perhaps the fragrance you listed can be used to enhance an event or customer experience.

By creatively expressing your brand in as many ways as possible you can be sure to create something that customers truly resonate with and remember. Keeping your business at the top of their mind!



Not Just A Logo is part of the Not Just A Copy Shop group.

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