FREE

Logo
Design
Questionnaire

by **RGD.**

1. Brand & Business Background

What is the name of your business?

What products or services do you offer?

What is your unique selling point?

Who is your ideal customer?

How would you describe your brand's personality in three words?

If your brand were a person, how would you describe their style and tone?

What feelings or values do you want your brand to evoke?

Do you want your brand to fit within your industry's common aesthetic or stand apart?

◯ Yes, I would like it to fit.   ◯ No need, it could stand apart.

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Who are your competitors? (Provide links if possible)

What do you like or dislike about their branding?

Are there any brands (inside or outside your industry) whose style you admire?

2. Logo Preferences & Visual Identity

Do you have an existing logo, or is this a new identity?

( ) Yes, I have an existing logo.   ( ) No I don't have one yet.

What do you like or dislike about your current logo (if applicable)?

Do you have any specific ideas for your new logo?

Do you want a logo with only text, text + symbol, or just a symbol?

( ) Text only   ( ) Text + symbol   ( ) Just a symbol

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Which logo types do you see as best fit for your brand?

☐ Monogram / Lettermark

☐ Letterform

☐ Pictoral-Wordmark

☐ Pictorial

☐ Mascot

☐ Abstract

☐ Emblem

☐ Logotype

Does your logo need to include a tagline? If yes, what is it?

Which logo styles do you feel best suit your brand?

Greyscale	○○○○○	Colorful	Luxurious	○○○○○	Natural
Authoritative	○○○○○	Friendly	Serious	○○○○○	Fun
Minimalistic	○○○○○	Complex	Clasic	○○○○○	Modern
Conservative	○○○○○	Experimental	Retro	○○○○○	Futuristic
Masculine	○○○○○	Feminine	Elegant	○○○○○	Sporty
Professional	○○○○○	Casual	Safe	○○○○○	Extreme

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Are there any particular shapes or symbols you associate with your brand?

Are there any design elements you want to avoid?

Are there existing brand guidelines we should follow?

Do you have a preferred font style?
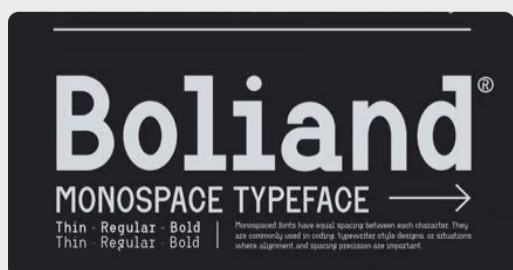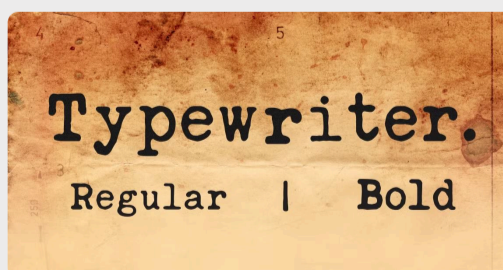
- [ ] Serif

- [ ] Sans Serif

- [ ] Slab Serif

- [ ] Display

- [ ] Script

- [ ] Handwritten

- [ ] Monospaced

- [ ] Typewriter

- [ ] Novelty

Do you want a custom typeface or a standard font?

( ) Yes, I want a custom typeface.   ( ) No I prefer a standard font.

What colors do you feel represent your brand?

[   ]

Do you want a monochrome version of your logo?

( ) Yes   ( ) No

3. Practical & Project-Specific Details

Where will the logo be used?

☐ **Online** (website, email marketing, social media profiles.)

☐ **Brand identity** (business cards, envelopes, letterheads.)

☐ **Product packaging** (product labels, shipping boxes, shopping bags.)

☐ **Promotional materials** (mugs, t-shirts, notebooks.)

What file formats do you need?

☐ **JPEG (.jpg)** (for web use, social media, and non-transparent backgrounds.)

☐ **PNG (.png)** (logos for websites, overlays, or watermarks.)

☐ **SVG (.svg)** (for web and digital applications.)

☐ **AI (.ai)** (preferred for professional printing and vector-based designs.)

☐ **PDF (.pdf)** (for print and sharing.)

☐ **EPS (.eps)** (for large-scale printing: banners, billboards, etc..)

What file formats do you need?

( ) Square   ( ) Horizontal   ( ) Vertical   ( ) All variants

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What is your budget range?

[   ] to [   ]

Do you need additional branding services, such as business cards, letterheads, social media graphics, or brand guidelines?

[   ]

Are there any final comments, requests, or concerns?

[   ]