

# GOODCREATIVEACADEMY

## Example Questions and Discussion Prompts to Ask Logo Design Clients

1. What is your company name?
2. Do you prefer the company name to be spelled out in a logo or to use initials (such as in a monogram style logo)?
3. Do you have a slogan, and should it be used in the logo?
4. Do you currently have a logo, or will this be the first logo designed for your company? (If there is a logo, request it for reference).
5. What does your company do? What are its products and services?
6. What are the demographics and characteristics of your target audience? And if different, what are the demographics and characteristics of your current clients?
7. What is the goal that you want to accomplish with this logo? Do you want to gain new clients or retain current ones, or both? Do you want to rebrand your company or keep the same style of branding but with a new logo?

8. What words do you associate with your brand that this logo is for?

9. What kind of company values and personality do you want to communicate with this logo? For example, do you want to associate a sense of fun and adventure or a feeling of steadfastness and strength?

10. Who are your competitors?

11. Are there any elements that are "must haves" in the logo, such as specific colors, shape ideas, and so on?

12. Are there any elements that you do not want to have in the logo?

13. Are there any specific colors you would like to use for the logo, or specific types of color such as warmer colors, cooler colors, and so on? And do you want the logo to be one color, two colors, full color or no preference?

14. On what media will the logo be used? For example, will it be used with print advertisements, television broadcast, letterhead and business cards, billboards, online advertisements and web sites.