

Logo & Brand Identity Questionnaire

This questionnaire is designed to help you think about some of the important details involved in creating a logo and brand identity, and to provide an initial understanding of your requirements.



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1. ABOUT YOU

- 1a. Company Name:
- 1b. Company Address:
- 1c. Company Contact Details:
- 1d. Primary Contact & their position:
- 1e. Who will be giving feedback?
- 1f. Who will be approving the project at the project intervals?
- 1g. Will any other person(s) be involved in the project?

2. TIMELINE

- 2a. Is there a general timescale or deadline for this project?

3. ACCOMPANYING COLLATERAL

- 3a. Do you need further design services?
eg: Business Cards/ Letterheads /
Social Media Icons / Banners /
Advertising Materials
- 3b. Do you require a website?
Now, or at a later stage?
- 3c. Is there anything else you'd like to add
that we haven't already covered?

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4. ABOUT THE BUSINESS

4a. Company name - As seen on the logo:

4b. Company tagline or slogan - Does your tagline always appear with your logo?

4c. What you do:

4d. Are you a new or existing business?

4e. If you are an existing business -

Please provide your current logo

a) Why are you looking for a new logo?

b) Are you refurbishing your current logo?

c) Or re-branding completely?

4f. What or Who is this brand identity for?

Campaign

Organisation

Company

Person

Charity

Place

Department

Product

Event

Service

Initiative or Scheme

Special interest group

4g. Short term goals:

4h. Long term goals:

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4i. List 5 words to describe your company:

4j. What are your USPs?

What sets you apart from the competition?
Why should a customer come to you
instead of someone else?

4k. What is your brand about?

This is just a short statement to tell the
story of your brand; when you started
and where you see it in the future.

5. TARGET AUDIENCE/MARKETS

*Really think about who your audience is, how their interests are aligned to your business,
and how you connect with them.*

5a. What specific industry sectors do you
work in?

5b. Who is your target audience? (The most
likely users of your product / service)

5c. What's the age group of your target
audience?

5d. Geographically, where are your customers
based? Are they local to you? How local?
Within 10 miles, an hour by car?

5e. How do your customers find out about you?

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5f. Where is your logo or brand identity likely to be used?
Select all that may apply.

Adverts	Social Media
Brochures	Stationery
Exhibitions	Uniforms
Merchandising	Vehicles
Packaging	Website
Shop fronts &/or signs	

6. BRAND VALUES

The following questions will dive into the essence and identity of your brand.

6a. **Company Mission Statement**

This is a sentence or two that explains your company's goals. It should also weave in some information about what your organisation is and why it exists.

6b. **What are your companies values / ethics?**

6c. **Value Proposition**

How do you solve your customers' problems? This should summarise why someone should buy your product or invest in your services.

6d. **Brand Image**

How would you describe your brand? What wording would you like people to associate with your brand? Select those relevant to you.

Masculine / Feminine	Sporty / Elegant
Simple / Intricate	Extreme / Safe
Grey / Colourful	Urban / Rural
Conservative / Extravagant	Natural / Man-made
Approachable / Authoritative	Energetic / Subtle
Necessity / Luxury	Affordable / Premium
Fun / Serious	Local / Global
Professional / Casual	Mature / Young
Modern / Classic	High-tech / Low-tech

6e. **Any other words?**

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7. LOGO DESIGN

Now we're getting into the look and feel of your brand. It's important to step back a bit from what you personally like, and consider what will best communicate your message and further your business' goals. The following questions will help you narrow down your visual preferences.

7a. Do you already have any ideas about your logo? If so please provide details.

7b. Which of these logo formats are you looking for? Select those relevant to you.

Typographical based logo (words / lettering only)?

Logotype - This format includes your company's name in stylized typeface and/or your company initials in a simple shape.



Combination of both graphics and words.

Pictorial Mark - This mark includes literal or representative imagery to symbolize your brand.



Abstract Mark. This format includes abstract shapes and symbols that convey a specific idea or attribute. These types of logos are very unique and identifiable often without the company name.



Emblem or Enclosure. This features the name or initials of the company, usually as part of a pictorial element or shape.



7c. Are you inspired by any existing logos? Please give examples.

7d. Are there any colours that resonate particularly with your business?

7e. Are there any colours that should be avoided?

7f. Is there any other information you feel may be useful at this stage?

There's no need to rush through answering all of these questions! Your responses will ultimately determine your brand's positioning. Design is a creative process. I will need time to research, think & understand your business needs; to sketch, and take necessary actions to create a great logo, which requires a realistic deadline. If you have any questions or need help discovering your brand, let me know! I am happy to help guide you in the right direction.

