



## Logo Design Questionnaire

### **A. Brand values & brand attributes**

1. Who are your competitors?

Do I want to follow someone's lead?

Or set myself apart and remain genuine?

2. Who is your target audience?

Age range, gender, region?

3. Pick characteristics that best define your brand

Masculine/Feminine

Grey/Colorful

Simple/Intricate

Approachable/Authoritative

Conservative/Extravagant

Fun/Serious

Necessity/Luxury

Modern/Classic

Professional/Casual

Sporty/Elegant

Safe/Extreme



## **B. Abstract values**

4. How would you describe your brand to a friend?

5. What animal would best represent your brand?

## **C. Design**

6. Which logos resonate with you?

List about three logos that resonate with you.

7. Which colors would best suit your brand?

Blue = Trust

Orange = Friendliness

Yellow = Optimism

Red = Excitement

Purple = Creative

Green = Peace