



## Logo Design Service – Initial Consultation Questionnaire

Thank you for choosing Creativ Logo services from Safeguard to help you promote and grow your business! In order to provide you with a finished product that meets your specific needs and goals, we need your input. Your answers to the following questions are essential to the collaborative process that will generate desirable solutions for your business.

Today's Date: \_\_\_\_\_ Logo Design Order #: \_\_\_\_\_

TO BE FILLED OUT BY DISTRIBUTOR	DISTRIBUTOR NAME: _____
	Distributor Phone: _____
	E-mail: _____
	Company Name: _____
	Contact Name: _____
	Telephone: _____
	E-mail: _____
	Company Website: _____
Type of Company: _____	

### CUSTOMER PROFILE:

Primary Product(s) or Service(s): \_\_\_\_\_

Company Mission Statement: \_\_\_\_\_

What words describe your business' image/personality?  
(ex. Innovative, High Tech, Stable, Reliable, etc.) \_\_\_\_\_

\_\_\_\_\_

**PROJECT INFORMATION:**

**TYPES OF LOGO DESIGN**



**Brand New Logo**  
For a new, existing business or business expansion.

From this...



TO THIS!



**Upgraded Logo**  
From stock clip art to unique logo

From this...



TO THIS!



**Updated Logo**  
Revitalizing an outdated logo

Who is your primary target audience?  Small Business  Wholesale  
 General Retail  Internal  
 Other \_\_\_\_\_  
 Age Range: \_\_\_\_\_ Gender:  Male  Female  Both

What else can you tell us about your audience? \_\_\_\_\_

What sets you apart from your competitors? \_\_\_\_\_

Who are your competitors and what kind of logos are they using? \_\_\_\_\_

What do you like or dislike about their logos? \_\_\_\_\_

Where will this logo be used most often?

- Brochures
- Posters
- Flyers
- Catalog
- Postcards
- Sell Sheets
- Invitations
- Banner/Signs
- Stationery
- Business Cards
- Notecards
- Promotional Items
- Website

Other \_\_\_\_\_

What overall style do you want this logo to have?

- Contemporary (modern, current)
- Conservative (conventional, traditional)
- Whimsical (playful, fanciful)
- Avant-garde (innovative, progressive)

Other \_\_\_\_\_

**Company Colors:**

**New Business – What colors, if any, do you prefer?**

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**Existing Business – What are your company colors and do we need to maintain them in your logo?**

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Picture Design

**Are there any icons or symbols that should be incorporated into the logo (leaf, apple, lightening bolt, circle, square, etc.)?**

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**Would you prefer a picture design, initial design, a company name design or a graphic symbol?**

Company Name Design

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**Is there anything you do NOT want the logo to have?**

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**Please provide any additional information that you believe would help us with this design:**

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**OPTIONAL: Space below is provided for any additional project ideas or information:**

**Customer Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please be advised that the logo image that is produced pursuant to your specifications and instructions is your property. Safeguard will use the approved artwork to produce printed products on your behalf. Please be advised that you agree to indemnify and defend Safeguard, its parent, officers, agents and employees from any claim that the final product we produce for you infringes on the protected marks of others.

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Thank you for your time! We will be scheduling an initial phone conference with our Creativ Design team to review and clarify this information so that we can create a solution to best meet your specific needs.