

- 1 Please write the main name and title of the business brand (name of the company or person).
- 2 The short name of the brand that should be used in the logo design?
- 3 Does your company or brand name have a special meaning? If yes, explain its meaning in full.
- 4 What is the main field of activity of your brand and what products or services do you offer?
- 5 If you have an advertising slogan, give it.
- 6 What is your competitive advantage among your competitors and what differentiates you from them?
- 7 What symbol would you like to use in the design? (if there is a symbol)
- 8 Is the brand registered or not?
- 9 What message and feeling information do you want to convey to the audience in the logo?
- 10 Describe your target audience groups.
- 11 For logo color; Do you want a specific color? Name the color(s) or send its color code.
- 12 Should the logo be designed internationally? Or you only operate in your own country?
- 13 On logo etudes; Are you the only decision maker or do your colleagues or team members have to make decisions together? (And who gives the most definitive opinion?)
- 14 Are you in a hurry to design a logo? (What is the maximum time you can consider to deliver the logo?).
- 15 Is there a logo you don't like at all? What is the reason for that?
- 16 Is there a logo that you want your logo to be designed in a space similar to their style? If yes, send us the sample.
- 17 In your opinion, what is the definition of a successful logo?
- 18 Which of the following matches your brand? (You can declare several items)
Luxury – affordable – simple – very conceptual
- 19 Is there anything else you would like to add that we haven't mentioned?

The above questions are created for a better understanding of the brand and your design needs So that we can finally design and implement what you want.