**Logo Exploration**

A Logo is a visual identity for your Brand, which helps us communicate with the various aspects of the Brand, the product of service you provide to the internal team, vendors, consumers and general public.

A Logo is the face of the Brand and helps create a significant impression in the minds of the viewer. This subsequently evolves into creating a connection between the Logo and the experience you provide in your brand.

**Logo Questionnaire**

Your Name:

Brand Name:

e-mail id:

Contact Number:

**Select your business category?**

Professional Services

Financial Services

Real Estate

Sports & Fitness

Medical & Health Care Technology

Health & Beauty

Religious/Spiritual Organizations

Construction

Pets & Animals

Music & Arts

Food & Beverage

Non Profit

Travel & Tourism Wedding & Event Planning Child Care

Education & Training Energy & Environment Merchandise

Fashion

Other:

**If you have any tagline?**

Please mention here :

**Project type?**

New Design orRe-Design

**No of Decision Makers in Logo Approval?**

1

2

2+

Decision Makers' Contact Details \* (Name - Designation - Contact No - email)

**Logo Presentation Style?**

Corporate

Typography

Minimalistic

Funky

Artistic

Other

If Other: Please Add Image or Link

**Do you have any specific image, icons or logo, that you wish or do not wish to be in your logo? (If Yes Provide link or Image)**

**Where your new logo will be used?**

Print

Website

App

Video

Others - Pls mention here :

**Logo Type :**

Self-explanatory

Conceptual / Explanatory

**Logo Trends :**

Kindly Select Any 3 from the samples given below

1.

2.

3.











**Do you have any color preference?**

Kindly mention here:

**What attributes of your business would you like your Logo to Reflect?**

(Ex : Premium / Traditional / Funky / Classic)

**What method of consultancy do you expect from us?**

A. Personal Standard / Client Preference: Client may have a specific shape/concept in mind and would want us to create it for them.

B. Industry Standard – As per standards already prevailing in the industry.

C. Creative/Artistic – It is experimental and complete creative freedom is given to designer.

**Who are your main competitors?**

Please list their websites/Information here:

**Please supply a brief description of the design you have in your mind any other information that would be useful?**

**Any specific Do’ and Don’t’s you would like to share with us?**