



LOGO QUESTIONNAIRE

Tell us everything. Okay, not everything! Let's talk about your current logo. What would you like to change about it? Or, if you do not have a logo, what do you want?

CONTACT

How would you like us to contact you after you fill out this questionnaire?

- Phone me
- E-mail me
- Text me
- Visit me
- Other _____

ABOUT YOU

Your name _____

Who will help choose the winning logo? _____

Company Name _____

Name on Logo _____

Slogan on Logo _____

Address _____

City, State, ZIP _____

Phone _____

E-mail _____

Email this to peter@mymarketingstinks.com



YOUR COMPANY

What is the nature of your business?

What products and/or services do you sell?

What are the top three qualities of your products/services?

What makes your products/services better than your competition?



DESCRIBE YOUR LOGO

What kind of logo would you like for your company?



LOGO APPLICATIONS

Please describe the personality and buying behaviors of your target market:

TARGET CUSTOMER

Who is this logo for? Who should the logo appeal to?

SEX:

Female..... %
Male..... %

AGE GROUP:

Children..... %
Teenagers..... %
College Age..... %
Young Adults..... %
Middle age..... %
Golden Years..... %

OCCUPATION:

White Collar %
Blue Collar..... %

MARKETING AREAS:

City (10 mile radius)..... %
County (30 mile) %
Regional (100 mile)..... %
State wide %
National %



YOUR IMAGE

What words best describe the image you want to portray in your company name? Check all those that apply to your company's desired image. If you filled this out on the Company Name Questionnaire, you do not need to fill it out again.

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Serious | <input type="checkbox"/> Free spirited |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Progressive |
| <input type="checkbox"/> Powerful | <input type="checkbox"/> Gentle |
| <input type="checkbox"/> Fresh | <input type="checkbox"/> Stuffy |
| <input type="checkbox"/> Expensive | <input type="checkbox"/> Thrifty |
| <input type="checkbox"/> High tech | <input type="checkbox"/> Traditional |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Fun |
| <input type="checkbox"/> Elite | <input type="checkbox"/> Down home |
| <input type="checkbox"/> Country | <input type="checkbox"/> Modern |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Mom and Pop |
| <input type="checkbox"/> Sporty | <input type="checkbox"/> Sedate |
| <input type="checkbox"/> Hard-nosed | <input type="checkbox"/> Caring |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Businesslike |
| <input type="checkbox"/> Simple | <input type="checkbox"/> Complex |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Down-to-earth |
| <input type="checkbox"/> Affluent | <input type="checkbox"/> High-class |
| <input type="checkbox"/> Casual | <input type="checkbox"/> Formal |

YOUR DESCRIPTIONS:

Email this to peter@mymarketingstinks.com



YOUR SLOGAN

What is your company's slogan?

COMPETITORS' LOGOS

Who are your competitors? Whose logo designs do you like?

LOGO REQUIREMENTS

What do you want your logo to look like? What words...names...initials...symbols...or graphic images need to be used in your logo? Do you have definite ideas about the way your logo should look?



DESIGN REQUIREMENTS

What design requirements must be included in your logo? For example, your logo may need to include a certain symbol, legal wording, etc.

FONTS

What typefaces do you like?

COLORS

What colors would you like to use in your logo?

OTHER ELEMENTS

What designs elements would you be willing to include?

- Foiling: gold, silver, etc.
- Embossing: raised letters or symbols
- Die cutting: forming unique shapes

SEND THESE SHEETS TO:

Fax: 888-949-2273

E-mail: peter@mymarketingstinks.com