NEW PROJECT QUESTIONNAIRE

This document leads you through questions that I consider essential when creating a new visual brand. Even if we are not working together on a new logo, getting clear on these topics ensures we are aligned and enables me to see your long-term brand vision and think strategically about your project. If you don't know the answers to some of these questions, that's okay! I also offer consulting services to help guide you through this process.

If you use Google docs, you can [click this link](#) to create an editable copy of this document.

GENERAL QUESTIONS

1. **What is the name of your company/business/organization? Do you have a tagline?**

2. **Please summarize the purpose or mission of your company/business in one to two sentences.**

3. **Who is your target audience? What is the persona of your ideal/average customer?**

4. **How do you want your customers/clients/supporters to feel when engaging with your product/services?**

5. **What adjectives would you use to describe your brand?**

6. **If your brand were a person, what would their personality be?**

7. **What makes you different? Are there any competitors in your market to be aware of?**

(skip this section if you have an established brand identity)

1. **Do you prefer text-only logos or picture/icon based logos?**

2. **Do you have any specific imagery in mind? Why?**

3. **What logos from other brands appeal to you? Why? Please include links to any logos you find inspiring.**

4. **Do you have any color preferences? Are there any colors you'd like to avoid using? (I use color theory in my work, but it's still nice to know your preferences.)**

FINAL THOUGHTS

1. **Anything else you'd like to share?** *Ex: Any other assets you might need designed; additional information about your venture; what you hope to achieve in our collaboration; any concerns or things that worked/didn't work for you in previous relationships with designers; etc.*

2. **If you have an existing brand identity, please make sure to share any guidelines and logo files.**