VEIT
creative

1) Exact name to be used in your logo?

_____
_____

2) A description of your business, product(s), service(s)?

_____
_____

3) Please provide more detail regarding your target audience.
(ex: demographics, geographic, social, salary range, business sector, etc.)

_____
_____

4) What style of logo do you require to reach your target audience?
(ex: high tech, contemporary, corporate, traditional, antique, industrial, cutting edge, funky, etc.)

_____
_____

5) Please state your creative strategy (pointers, ideas, or buzzwords)?

_____
_____

6) What do you want your logo to communicate to your target audience?

_____
_____

7) Do you have a vision statement or mission statement?

_____
_____

8) Is there a slogan for your company? If so, you wish it included in the logo?

_____
_____

9) Do you want your logo to include: text only, text and graphic, or graphic only?

_____

10) Do you have any particular point of emphasis you want to see in the design?

_____

11) Color preference(s)?

_____

12) Font preferences(s)?

_____

13) Do you have a website? What is the address if so?

_____