



Please email completed questionnaire to
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DANACRAFTDESIGN LOGO QUESTIONNAIRE

What is the name of your business or organization?

Describe in one sentence your business or organization's service:

How long has your business or organization been established?

If you are not a startup, what is the reason you want a new logo?

What are the goal(s) of your business or organization? (Short term/long term)

What do you want your new logo to achieve?

Who are your main competitors and how do you differ from them?

What do you like and dislike about your competitor's branding?

Who are your potential clients or primary target audience (age range)?

Where does your primary target audience live?

Are there any new markets you would like to break into? If so, what would they be and why?

What words should describe your logo?

What are the values or mission statement of your business or organization?

Do you have a tagline that will appear with the logo?

What logos inspire you and why?