



## CONCEPT DEVELOPMENT QUESTIONS

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Please answer these questions to the fullest extent that you are able. By providing this information in the early stages of your concept development we are able to provide you with the quickest and most cost effective design solution. Feel free to include links to your website or other existing content and to those of your competitors and/or other designs that appeal to you.

1. What do you want your new logo to accomplish?
2. How would you describe your services and/or products?
3. What are the long term goals of your company?
4. Who are your main competitors?
5. What makes your business stand out from your competitors?
6. What motivated you to start your business/organization?
7. Who are you target customers? (age, income, social status, year round resident or seasonal?)
8. Do you have any color preferences, existing marketing material, or images you would like to see reflected in your new logo?
9. If you had to describe your logo using only action words, which would you choose and why?
10. Where will you be mainly advertising and/or displaying your logo?
11. What other company logos appeal to you and why?

12. What's your preferred deadline, time frame or exact date of completion?
13. How much money would you be comfortable dedicating to your logo design?
14. How many revisions do you anticipate wanting to make?
15. How many initial concepts sketches would you prefer to see?
16. Which is most important for you: quality, speed, or cost?
17. Would you like any additional design services to be packaged with your new logo? (Website, business cards, envelopes, letterheads, etc.)