

## **Company/organization details**

When deciding which questions to ask when designing a logo, consider all the details you'll need to know about the company or organization your designing for. For starters, try these:

1. What sets your company apart from others?
2. What services or products does your company provide?
3. Why should I choose your company over your competitors?
4. How long has your company been in business?
5. How big is your company?
6. What are the strengths and weaknesses of your company?
7. Where do you see your company in 5 years? 10 years? 50 years?
8. Who is your main competitor?
9. Why was your company founded?
10. What motivated you to start this business/organization?

## **Branding**

The questions to ask when designing a logo aren't just about the logo itself. They're also about the overall brand of the company and the image it portrays to the public. Be sure to address that. Here are a few ideas:

1. If you had to describe your company/organization in one word, what would it be? why?
2. If your customers had to describe your company/organization in one word, what would it be? why?
3. Do you have a current logo?
4. (If yes to above) What elements from your previous logo would you like to retain?

5. What is the reason for modifying or redesigning your logo?
6. How old is your current logo?
7. What is the positioning or mission statement of your company?
8. Does your company have a tagline or slogan that should be included with the logo?
9. What do you hope your company can be known for?
10. What do your customers recognize first when they see your logo?
11. Why does your company use the colors, fonts, etc. that it does?

## **Design preferences**

If you've ever had to deal with a client who can't quite put their finger on what they do or don't like, these questions are the best kind to ask. Help them clarify their own taste with these:

1. What color palettes might you prefer? why?
2. Where will the logo be primarily used?
3. Are there any elements you would prefer to see in the logo?
4. In your opinion, what defines a well-designed logo?
5. What is your preference in reference to icons, typography, spokespeople (characters), etc.?
6. What restrictions, if any, might there be on the logo?
7. What words or icons must be included in the logo?
8. What logos do you like and why?
9. What logos do you dislike and why?
10. In your opinion, what is the primary purpose for a logo?
11. What are the likely occasions in which this logo will be used?

## **Target audience**

When asking questions about the logo, don't forget to address the target audience. A smart client will focus more on what appeals to the audience than to themselves. Here are a few to show you what I mean:

- Who is the primary target audience? (who is most likely to use your services/product?)
- Who currently uses your product the most?
- Are you pleased with the range of people your company serves?
- Are you looking to expand, modify, or completely change your target audience? or will it remain the same?
- How do you plan to focus on your target audience?
- What are your main forms of advertising?
- How do most customers find out about your company?
- Which gender are you targeting?
- Where do most of your customers live?
- What is the average income level of your target audience?

## **Budget and timing**

Last but not least, when asking questions about logo design (or any design) it's important to nail down details about budget, timing, and scope. Here are some ideas to help you do that:

1. What is your planned budget you plan to dedicate to this logo design?
2. How many revisions do you plan on making? (You should try to limit this!)
3. How many initial concepts would you prefer to see?
4. What sort of deadline are you working with on this logo?
5. Do you foresee any needed modifications in the near future?
6. What is the primary reason you chose myself to do your logo work?
7. Which is most important for you: quality, speed, or cost?
8. Are there any special events or promotions on which the completion of this design depends?
9. Will you be needing any other services in addition to this logo design?
10. Would you like help/consultation in defining your target audience or anything else I have asked you about?
11. Do you know anyone else who is also looking for a new logo design?