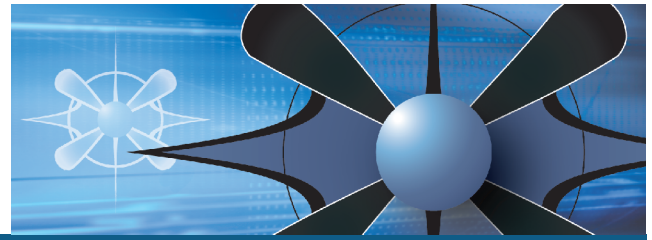


In order to provide you with custom logo designs that attract the right customers, we need to have a better understanding of your business and objectives. Please answer the following questions to the best of your knowledge so we can make sure you get the solution you need. Thank you in advance for your time as this process will help Insyntrix deliver the best results for your new logo project.



14 QUESTIONS FOR YOUR NEW COMPANY LOGO

1

WHO IS YOUR TARGET AUDIENCE; WHO ARE THE BEST TYPES OF CLIENTS YOU WANT TO ATTRACT?

2

WHAT ARE THE CORE WAYS YOUR BUSINESS MAKES MONEY?

3

NAME 3 THINGS THIS LOGO SHOULD VISUALLY SAY ABOUT YOUR BUSINESS, IF NOTHING ELSE.

4

PLEASE LIST 5 OF YOUR DIRECT COMPETITORS.

5

ON A 1 TO 10 SCALE, WITH 1 BEING CONSERVATIVE AND 10 BEING MODERN, WHERE DO YOU SEE YOUR NEW COMPANY LOGO?

6

WHAT COLORS DO YOU WANT TO SEE; WHAT COLORS DO YOU NOT WANT TO SEE?

7

LIST 3 COMPANY LOGOS YOU REALLY LIKE AND WHY. CAN BE ANY KIND OF COMPANY, BUT IDEALLY IN YOUR GENERAL INDUSTRY.

8

LIST 3 COMPANY LOGOS YOU DO NOT LIKE AT ALL AND WHY.

9

DO YOU HAVE A TAGLINE AND IF SO, WHAT IS IT?

10

WHAT IS UNIQUE AND SPECIAL ABOUT YOUR BUSINESS THAT WE SHOULD KNOW ABOUT?

11

WHAT KIND OF FONTS DO YOU LIKE? (OLD WEST, MODERN, 70'S, HANDWRITING, BOXY, ROUND, ARIAL, TIMES, ETC.)

12

DOES YOUR LOGO NEED TO RELATE TO ANY OTHER EXISTING ARTWORK, PHOTOS, CONCEPTS OR MATERIALS ?

13

PLEASE LIST ANY CONCEPTS OR IDEAS YOU MIGHT LIKE TO SEE FOR YOUR LOGO.

14

WHAT IS YOUR GREATEST FEAR ABOUT THIS LOGO DESIGN PROJECT?