



THESE ARE A FEW QUESTIONS TO GET YOU THINKING ABOUT YOUR LOGO AND BRANDING, AND HOW IT WILL SERVE YOUR BUSINESS OR SERVICE.

What **product** or **service** does your business offer?

Who is your **target market/audience**? Describe your ideal customer.

How do people **find out** about your product or service?

5 facts about your product/service:

Who are your **competitors**? What makes you/your product different?

Let's look at your industry - list **3-5 great businesses or service providers** that you admire (include a web link if possible):

Any other **information** that will help me understand your business?
(your background, location, suppliers etc.)

What is the **exact name** you would like to appear in your logo?

Do you have a **tagline** or supporting statement for your product?
(ie. By Nature - "made for you by nature") Does this need to be part of the logo?

Are there any **logos** that you have seen that you love, or think would appeal to your clients/customers? (Please attach or include a weblink if possible)

Do you have **colour** preferences, or any **images/symbols** in mind?

What is the primary **application** of your logo?
(ie, print, web, signage - list everywhere you want to use your logo).

Please attach any **images** of the product, your service in action.