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Logo Design Questionnaire

Logo redesign or brand-new design? Redesign Brand-New Design

What is your budget range for this project? Less than \$1K \$1K - \$2,500 \$2,500+

Briefly describe your company in a few sentences: _____

What are a few words you'd like associated with your company? (IE: "traditional" "masculine" "creative")

What is the exact wording to be incorporated in the logo? _____

Tagline (if applicable)? _____

Include the tagline in the logo? Yes No

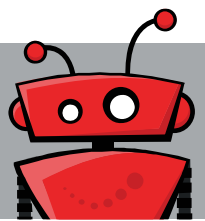
Are the icons or design styles you wish to include and/or stay away from? If so, please list: _____

Are there color(s) you wish to include and/or stay away from? If so, please list: _____

Are there font style(s) you wish to include and/or stay away from? (IE: serif, sans-serif, script, etc.) If so, please list:

Who are some of your competitors? What do you like/dislike about their logos? _____

What are some examples of existing logo designs you like? (A quick Google or Pinterest search can help you find some ideas if you don't already have some) – **Please attach inspiration images to the email with this PDF.**



If redesigning, is there anything you like about your old logo that you'd wish to incorporate into the new design?

Any additional comments, questions, or concerns? _____

**** Please send an email to marketing@sierraexperts.com with the completed form attached ****

