



CONCEPTSDYNAMIC

LOGO QUESTIONNAIRE

Please complete the Logo Questionnaire as thoroughly as possible. While my expertise, creativity, design and marketing knowledge will be fully utilized for your logo creation, your input is important in helping me implement any ideas that you may have that may work with the design.

What is the exact wording to be used on the logo (for example: Your Business Name, Inc., Your Name, etc.). Please be specific – including capitalization and punctuation!

Is there any significance to the name? If so, what is it?

If you have a tagline that you would like included, please enter it here:

Is there a particular object or image you would like to include (for example, an animal, a heart shape, a tree, a car, a clown face, a three-toed sloth, etc.)? If so, what is it and why?

Please provide a short description of you, your practice, company or business, and what the logo will signify.

Colors: Please [CLICK HERE for the HTML COLOR CHART](#). With the tools on that page, you will be able to select and find the color codes that indicate exact colors that you may like for your logo. Please select at least one up to three colors that you would like incorporated into your logo. First, indicate the most important color (the “base” color). Then, if there are secondary colors you would like to have implemented I will try to do so or at least do something close (depending on proper color coordination). Indicate the colors with the Hexadecimal code that is provided (the numbers that are preceded with a hashtag such as #357EC7, #FFFFFF, etc.).

Have you seen any logos that you either love or hate? (If it’s one of mine, it can only be “love”, of course!) If so, please provide the logo in one of two ways. Either enter links to the logo(s) so I can view them online or attach them and email to me at [Click Here to send via email](#). Then, explain why you either love it or hate it.

Another option is to review some of my samples at www.ConceptsDynamic.com/samples.php and reference my logo samples as examples. Describe the elements you like or dislike.

Please Do! Is there anything that is a definite must-have as part of your logo? Please include anything related to fonts, styles, symbolism, etc.

Please Don't! Is there anything that you absolutely do not want on your logo? This can be any kind of symbolism, font, object, flavor, color, etc.

Some logos are merely symbolic while others are very detailed. To understand the type of logo you would like, please indicate via link, file, or from the [Concepts Dynamic website samples](#). Or, if there is a popular logo (such as Starbucks, Re/Max, Quaker Oats, GEICO, Microsoft, Concepts Dynamic, ShamWow (please don't), etc.) and you like that type of logo, please explain below:

Anything else you'd like me to know (about the logo, that is)? Please indicate it below.

Thank you for taking the time to complete this. Now I'm going to ignore the information you've provided and do whatever I want! Kidding, of course. I am truly eager to get started with your new logo creation and presenting you with something you will love for this essential part of your brand identity.