



## Logo Design Survey

Business name that will appear in logo: \_\_\_\_\_

Does a certain word(s) need to be emphasized?

If yes, please describe: \_\_\_\_\_

Are there any other words that will appear in your logo?  
(ie., tag-line, city, state, web address)

No  Unsure  Yes

If yes, what are they: \_\_\_\_\_

Will the logo include:  ®  ™

*The following questions will help us get an idea of what you are looking for in a logo. Creativity flows from empty thoughts better than conformity and we suggest that you allow our experience to go to work for you, although we also understand that you are more invested in your own business than we are, therefore your input is valuable.*

### **1. How will your logo be used?**

Check all that apply. If you're unsure, check it just in case. This helps us design a logo that works in multiple applications, and it also helps us know what type of files to supply you with when the logo is finished.

- Print Material - including business cards, brochure, rack card, stationary, or other printed material
- Web - including website, emailer, advertisements or other
- Large size - including billboard, banner, or large poster
- Small size - including pens, or icon
- Pressed, embossed, or embroidered - including jewelry, plastic, leather, or fabric
- Poor quality copies - including photo copy, or fax

### **2. What feeling do you want to portray?**

Check all that apply or write your own.

- fun,  adventurous,  whimsical,  sturdy,  simplistic,  contemporary,  new age,
  - old-world,  warm,  speedy,  vibrant,  high tech,  earth friendly,  elegant,
  - peaceful,  bold
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### **3. What image(s) do you want to use?**

I don't want to use an image, just words

I don't care if I use an image or not, let Gibbs Graphics be creative

I would like to use an image but I don't have one in mind, let Gibbs Graphics be creative

I have an image in mind

Please describe it:

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### **4. What style or look do you want?**

I don't have a preference, let Gibbs Graphics make suggestions

I want it to have a specific look

Please describe the style you are looking for: (ie., Old-World Bavarian, Art Deco, cartoony, technological, futuristic):

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### **5. What colors do you want?**

I don't have a preference, let Gibbs Graphics make suggestions

I want to use specific color(s)

Please write the color(s) that you would like:

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I want to avoid using specific color(s)

Please write the color(s) that you definitely don't want:

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## 6. What font do you want?

I don't have a preference, let Gibbs Graphics choose font(s) based on this survey

I want to use a specific font(s)

Please describe the style or write the name of the font:

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I don't want to use an existing font, I want my logo to be unique

Please describe:

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## 7. What shape do you want?

(ie., circle, oval, square, wide rectangular, tall rectangular, image on the left and name on the right, image on top and name underneath, asymmetric)

I don't have a preference, let Gibbs Graphics choose the shape based on this survey

I want to use a specific shape

Please describe the shape or do a rough sketch:

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## 8. Target Audience?

Male  Female

18-25 age group  25-45 age group  50 and older

Low-income  middle class  upper class

City folk  country folk

Other

Please describe your target audience:

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