

IDENTITY QUESTIONNAIRE

The questions below are to help you define the structure, scope and purpose of your new company logo. This is a very important step that must be completed in order to create a comprehensive quote, site plan and implementation timeline. Don't worry if you can't answer every question. Some questions may not be applicable for your project. Others may require further discussion.

READY TO WORK WITH US?

If so, this page will serve as a starting point of our fruitful collaboration.

Below you will find a questionnaire which is the first stage of Logo / Visual Identity Design at Grow Combine. It is meant to help us gather information for your quote and further development process.

Please try to give precise, thoughtful and wherever necessary a detailed reply to the questions below. Your reply will help us gain valuable insight on your company, the business, company personality, your customers, your taste and personal preferences. Most importantly, this will help us present you a new logo that will transpire your mission and vision.

CONTACT INFORMATION

Fields marked * are mandatory

Company Name*:

Contact e-mail*:

Contact Person*:

Contact Phone No*:

Location (Country & Region)*:

Web address*:

Communication Address*:

Best Time to Contact You*:

BUSINESS INFORMATION

a. State a single phrase that will approximately describe your company.(For E.g.: A creative company providing effective online solution)

b. What type of product or service do you offer?

c. Do you have a tagline or slogan? Would you like to see it incorporated with the logo?

d. What do you need from your new logo?(communicate about your company or products)

DISTRIBUTION

Please describe how and where your logo would most commonly be displayed. Please list as many as you can. (Outdoor/indoor signage, on-screen (TV, film, web), print stationery, packaging, shopping bags, etc....)

COMPETITION

Who are your direct competitors? How are they competing with you? (Price, Quality). Please provide company name, URL of their websites, if available.

INSPIRATION

What logos or websites have caught your eye? Why and what does that logo inspire? (For E.g. Colours, Designs). Please Include URLs or company names)

Logos you dislike and why? (Please insert links and brief explanation)

CREATIVE CONSIDERATIONS

a. How do you want your LOGO to look and “feel” (corporate, friendly, minimalist, serene, urban etc.)? What message should your LOGO convey?

b. How many colours would you like used in your logo? List your colour preference if you have any.

c. Which colours should be avoided from your logo?

THERE ARE THREE BASIC TYPES OF LOGOS

What best describes your desired logo style. (Tick as per your requirement)

- a. **Iconic/Symbolic:** An uncomplicated images or symbol that represent a particular company or product. E.g. Apple, World Wildlife Fund



- b. **Logotype/Wordmark:** Interprets your company or brand name into a uniquely styled type font treatment. E.g: FedEx, CNN



- c. **Combination Marks:** Graphics with both text and a symbol/icon. There are integrated and standalone combination marks. E.g.: Starbucks (text and graphic integrated), AT&T (icon separate from text).



Project budget: *



Additional important information you would like to mention (target audience, desired message, tone, etc...):

Please attach the further details which you would like to add to this.

We thank you and appreciate your patience. It is after all for the best outcome EVER!

Please double check your options and answers, save this file and mail to hello@growcombine.com