

Hi Sheldon — please answer the following 8 questions whenever is most convenient for you. Your answers will give me a better understanding of your business goals, your needs and who you’re targeting. Let’s see if we can tailor a unique/innovative design solution for this corporate identity project that will help achieve your goals!

**1. List your biggest goals. During our phone call, you mentioned it’s important that your new logo, website and search optimization efforts help attract more customers... would you consider this the main reason for updating your branding?**

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**2. Who are you mainly targeting (be specific)?**

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**3. What is the most important thing you want people to know about your company’s approach to doing business and describe the flavour/ personality of your company — as if you were describing a person (what would he/she be like)?**

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**4. What sets you apart from your competitors (what are you offering that they can’t get anywhere else)?**

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**5. What’s the single most difficult thing standing in the way of profitability right now and how do you think the completion of this project will help you with that challenge?**

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**6. Where would people most likely see whatever results from this project (what methods of distribution do you have planned)?**

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**7. What five (maximum 8) words would you choose to describe your company?**

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**8. Is there anything else that I should know?**

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*Your branding is a promise to your customers. Well-defined branding plants a positive perception and trust in their minds. Your brand is what people say about you when you’re not in the room. It conveys your business flavour/ personality/message and differentiates you from your competition.*

*The completion of a new website or print project is less important to the growth of your business than how well you treat your customers, having great employees, excellent products/services, etc. But well designed corporate visuals will help your customers remember all of the above.*

**My brand voice is...**

Please select the characteristics that apply the most.



**Character**

friendly  warm  inspiring  playful  authoritative  professional  \_\_\_\_\_

**Tone**

personal  humble  clinical  honest  direct  scientific  \_\_\_\_\_

**Language**

complex  savvy  insider  serious  simple  jargon-filled  fun  whimsical

**Purpose**

engage  educate  inform  enable  entertain  delight  sell  amplify

**THANK YOU!**

To help provide you with constructive/useful feedback for any logo concepts that were presented to you, it would be helpful to analyze them by using this form (feel free to share this document with people from your most valuable target market). The more specific the question, the more likely you are to get constructive/useful feedback — helping you to determine if the proposed designs are moving your organization in the right direction. The questions listed below are replacements for the typical “do you like this logo?”.



Rate the following criteria for the proposed logo concept on a scale of **1** (not so good) to **5** (very good):

**1. Is the look/feel appropriate? ( 1 2 3 4 5 )**

Is the design relevant? Is it consistent with the personality and tone you wish to convey about your organization? The content has to be right! An otherwise great logo will fail if the message expressed is at odds with the organizations’s intentions.

**2. Is it distinctive? ( 1 2 3 4 5 )**

You want your logo to be unique, but not too off-the-wall. A design idea doesn’t need to be unique to the world, just distinctive enough so you can ‘own’ your particular spot in the marketplace.

**3. Is it simple? ( 1 2 3 4 5 )**

Simplicity of design makes a logo easier for customers to remember and recognize. A great logo will usually only contain one idea or one unique/clever manipulation. Thus if there’s a symbol, the accompanying name should probably be fairly normal looking and unembellished. If the solution is a wordmark, it’s probably best if only one idea or device makes it special (e.g., the stripes in IBM). Think clear contrast and simple shapes, with limited colours and tones.

**4. Is it graphic? ( 1 2 3 4 5 )**

You shouldn’t have to explain or decipher the logo for people. A great logo will communicate purely in graphic terms to the right brain hemisphere – not depending on an intellectual verbal/ written interpretation. The choice of fonts, shape and colour should effectively communicate the essence of the organization.

**5. Are the colours appropriate? ( 1 2 3 4 5 )**

Colours are powerful. Sometimes a gut reaction to a colour can make a person trust one brand over another. Different colours can have predictable effects on your audience (e.g., colours that give a warm/friendly vs. industrial feeling, low-cost vs. high-end, appropriate for a professional organization vs. appropriate for a daycare centre). Using colours that contrast with white (the most common background colour) is one of the most important factors for readability from further distances or when used at smaller sizes.

**6. Does it communicate the correct message? ( 1 2 3 4 5 )**

Does it arouse any unwanted associations? Something intended to look like stepping stones could come across as looking like animal droppings.

**7. Does it convey ONE message? ( 1 2 3 4 5 )**

Great designs try to express no more than one attribute and they will almost always support one aspect of positioning.

**8. Is it too trendy? ( 1 2 3 4 5 )**

Think of the future and avoid being too trendy. A good logo will last your organization 15 years (or more) and give your customers a chance to burn the corporate image into their brains.

**9. Is it practical? ( 1 2 3 4 5 )**

Some logos become incomprehensible when reproduced in newspaper ads. To judge if the important words can easily be read, look at a smaller version of the logo – what about the secondary words? Does it work well in black/white as well as in colour? Keep in mind too that many men (plus a few women) are either partially or completely colour blind.

*Are you considering a re-brand... how well does your current logo score? Your branding is a promise to your customers. Well-defined branding plants a positive perception and trust in their minds. It conveys your business flavour/personality/ message and differentiates you from your competition.*