

Business Solutions Center - Logo Guide

Business Solutions Center Logo Questionnaire

Please spend some time to complete this questionnaire
The information you give us will be invaluable in helping us to offer you logo designs that are appropriate.
Feel free to provide additional information if you think it will help.
Please note that it is extremely important for us to receive the form back 100% complete.

Your project manager at Business Solutions Center is: <i>(Studio use only)</i>
--

Contact Name : (your answer here)	Title : (your answer here)
Company Name : (your answer here)	
Billing Address : (your answer here)	
Phone #: (your answer here)	email : (your answer here)
Fax # : (your answer here)	Web (your answer here)

SHORT DESCRIPTION OF SERVICE/PRODUCT/ORGANIZATION and any background information which is relevant (your answer here)
--

COMPANY'S MISSION STATEMENT & TOP THREE OBJECTIVES (your answer here)

Business Solutions Center - Logo Guide

EXACT WORDING TO BE USED ON THE LOGO

Example: *Walkers* OR *Walker and Son Limited* OR *Walkers, Boots for people going places.*
 (your answer here)

Do the words on your Company name have a specific meaning we should be aware of?

TARGET MARKET

- | | | | | | |
|-------------------------------------|-------------------------------------|----------------------------------|-----------------------------------|-----------------------------------|--|
| Pre-school <input type="checkbox"/> | Employed <input type="checkbox"/> | 20-30 <input type="checkbox"/> | Business <input type="checkbox"/> | Elite <input type="checkbox"/> | International <input type="checkbox"/> |
| Elementary <input type="checkbox"/> | Unemployed <input type="checkbox"/> | 31-50 <input type="checkbox"/> | Consumer <input type="checkbox"/> | Manager <input type="checkbox"/> | Private Co. <input type="checkbox"/> |
| Teens <input type="checkbox"/> | Retired <input type="checkbox"/> | 51-60 <input type="checkbox"/> | Male <input type="checkbox"/> | Staff <input type="checkbox"/> | Public Sector <input type="checkbox"/> |
| College <input type="checkbox"/> | Executives <input type="checkbox"/> | over 61 <input type="checkbox"/> | Female <input type="checkbox"/> | Contract <input type="checkbox"/> | Other <input type="checkbox"/> |

POSITIONING-HOW SHOULD YOUR PRODUCT/SERVICE BE POSITIONED IN THE MARKET PLACE?

Tick one from each row:

- | | | | | | | | | |
|--------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------|
| | High | Medium | Low | Neutral | Low | Medium | High | |
| Prestigious | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Cheap |
| Modern | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Traditional |

PLEASE CHECK THE WORDS WHICH BEST DESCRIBE YOUR SERVICE OR PRODUCT

- | | | | | |
|---|--|--------------------------------------|---------------------------------------|--------------------------------------|
| Academic <input type="checkbox"/> | Corporate <input type="checkbox"/> | Family <input type="checkbox"/> | Humorous <input type="checkbox"/> | Serious <input type="checkbox"/> |
| Altruistic <input type="checkbox"/> | Dynamic <input type="checkbox"/> | Fashionable <input type="checkbox"/> | Inexpensive <input type="checkbox"/> | Sexy <input type="checkbox"/> |
| Artistic <input type="checkbox"/> | Educational <input type="checkbox"/> | Formal <input type="checkbox"/> | Informal <input type="checkbox"/> | Sporty <input type="checkbox"/> |
| Budget Conscious <input type="checkbox"/> | Elite <input type="checkbox"/> | Friendly <input type="checkbox"/> | Innovative <input type="checkbox"/> | Stable <input type="checkbox"/> |
| Caring <input type="checkbox"/> | Entertaining <input type="checkbox"/> | Fun <input type="checkbox"/> | Intellectual <input type="checkbox"/> | Sympathetic <input type="checkbox"/> |
| Challenging <input type="checkbox"/> | Environmental <input type="checkbox"/> | Futuristic <input type="checkbox"/> | Long Lasting <input type="checkbox"/> | Tasteful <input type="checkbox"/> |
| Clinical <input type="checkbox"/> | Esoteric <input type="checkbox"/> | Global <input type="checkbox"/> | Practical <input type="checkbox"/> | Traditional <input type="checkbox"/> |
| Commercial <input type="checkbox"/> | Established <input type="checkbox"/> | Hard edged <input type="checkbox"/> | Quirky <input type="checkbox"/> | Whacky <input type="checkbox"/> |
| Contemporary <input type="checkbox"/> | Expensive <input type="checkbox"/> | High Tech <input type="checkbox"/> | Romantic <input type="checkbox"/> | Wholesome <input type="checkbox"/> |

Others :

COMPETITORS & SIMILAR BUSINESSES

If you would like us to look at any of your competitors web sites or those who have similar business to yours please provide their web address where we can see examples of their logos and style of presentation:

(your answer here)

Business Solutions Center - Logo Guide

ESSENTIAL INFORMATION (very important)

Logos you like and why (5 minimum)

(your answer here)

(your answer here)

(your answer here)

(your answer here)

(your answer here)

(your answer here)

(your answer here)

Logos you dislike and why (5 minimum)

(your answer here)

(your answer here)

(your answer here)

(your answer here)

(your answer here)

(your answer here)

(your answer here)

Preferences on typetypes -heavy, light, modern, classic, handwritten etc.

(your answer here)

Preferences on Symbols -minimal, abstract, illustrative etc.

(your answer here)

Preferred colors

(your answer here)

Colors to avoid

(your answer here)

Business Solutions Center - Logo Guide

Importance of initials or icons as part of logo

(your answer here)

Do's

(your answer here)

Don'ts

(your answer here)

Who will be responsible for making final decisions regarding our work? (one person or a committee)

(your answer here)

Any other information you consider important to mention?

(your answer here)

Business Solutions Center Alpharetta, GA 30004

Phone 888.480.4438 • Fax 888.480.4438

www.business-solutions-center.com