



ARCE GRAPHICS | Design Questionnaire

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Name/Company:

How would you describe your services and/or products?

Who are your main competitors?

- Provide a few links to web pages.

- How are you different from your competitors?

What is the age range of your target customer base?

Do you have a tag line?

If so, would you like it stated along side your logo?

Do you have any color preferences, or existing brand colors?

Do you have any colors that you do not wish to use?

What adjectives should best describe your logo?

What feeling or message do you want your logo to convey to those who view it?

How do you prefer your logo to be worded or written out?

Example: ParadoxEntertainment or Paradox Entertainment.

How would you like the font to appear?

- *Example: Cursive, hand drawn, custom lettering, Bold, Italic?*

- *dafont.com could give you some ideas for fonts or if you had one in mind already.*

Where will you logo be used?

Example: print, web, video, animation

What is your design budget?

What logos appeal to you and why?