

EST.



2020

FEMME FLORA DESIGN

LOGO QUESTIONNAIRE

Hello Again, It's Me.

Welcome! This portion of the questionnaire will focus on logo development. While logos are only one facet of a strong brand, it is usually the front and center of it. While everyone may not know the why behind your work or your values, the first thing they usually see is your logo!

Did you know that it takes someone 3-4 times to have cohesive recognition of your brand? The more branded every part of your business is, the more name and brand recognition your ideal client and target audience will see! So, let's begin shall we?

Sit back, relax, and pour yourself your favorite cup of coffee or a glass of wine! Please remember to take your time on this. Keep answers concise but detail-oriented to ensure the best results. You may either type directly on this document, write answers in a separate Word document, or hand-write your answers! Remember, it's okay to take breaks and come back to this when you are ready. You have time to complete this, so take your time to think about your answers.

As always, I am here for you! If you have any questions or concerns, please don't hesitate to [reach out through email](#). I'm always happy to help!



We Will Cover

This document will include the following:

- ↳ The reasoning behind your new logo
- ↳ Logo logistics
- ↳ Typography and color preference
- ↳ Brands that inspire you and your competitors
- ↳ Additional logo details

TIP: If you are filling out this document from Google Docs, go to FILE > MAKE A COPY. To write answers, press SHIFT + ENTER at the end of each question to keep formatting.

The Reasoning Behind Your New Logo

1. What is the meaning behind your company or business name?
 2. What is your business purpose?
Try to sum up the goals and mission of your business in one sentence.
 3. Why do you want a new logo and branding?
What do you want your new branding to accomplish?
 4. Describe your company/business in three adjectives.
These words will cultivate the emotion that people get when interacting with your brand.
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Logo Logistics

1. Where will your logo primarily be used?
Print, web, merchandise? For the web, for example, a horizontal logo works best.
2. How do you prefer your logo be worded or written out?
For example, Femme Flora (Design Studio underneath) or FemmeFloraDesign (one word)
3. Do you have a tagline? If so, would you like it stated alongside the logo?

Typography & Color Preferences

1. Do you have a preference for typography?
For example, typeface examples would be script, serif, sans serif, custom lettering, or hand drawn. A font family is the variation in weight and size of the typeface such as bold, light, italic, and semi-bold.
 2. Do you have any color preferences or existing brand colors that need to remain?
 3. Do you have any colors you want to steer away from and why?
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Brands That Inspire You & Your Competitors

4. What three brands do you love, and why?
Are they fun + whimsical, clean + professional, or sophisticated? Think in terms of your business, not just brands that you personally love. We need to make sure that your new visual identity best represents your business, and not just your personal style — although sometimes these are one in the same!
 5. Who are your competitors, if any?
This allows me to better understand your market + competition. We want to make sure to steer away from a visual identity that is too similar to theirs. You have a unique brand, and I want to make sure we stay true to that.
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Additional Logo Details

1. What areas of your current brand do you want to keep, if any at all? Please explain.
2. Any additional details or creative considerations?
I want to ensure we are on the same page throughout this collaborative process!



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HAVE QUESTIONS OR CONCERNS?

EMAIL ME AT:

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