

Client Worksheet Questionnaire –

Logo & Branding

We've put together this client worksheet to help you give us the information that we need. By answering these questions, you will help us craft a proposal that meets your needs. If there are any areas or questions that you don't feel are relevant to this project, please just skip them. We can always come back to it later. Please e-mail or fax the completed worksheet to sales@lucidintegration.org or 951.880.0884 and allow up to a few days for a response.

Company name, address and URL/website

Your name and e-mail address

Target audience

What is your main product line or services?

What will the logo be used for?

Company, product, application etc....



Do you have any colors in mind for your logo?

How many colors can we use? 4 is standard, but also more expensive to print than 2.

Would you like a symbol or a logotype?

Symbol:

A more abstract illustration with your company name typeset alongside (e.g. Ferrari, HP, Mc Donald's, Nike, Lucent)

Logotype:

This incorporates your company name into the logo itself (e.g. Ford, IBM, Microsoft)

What should your logo represent? What feelings should it invoke?

Are there any nuances of spelling that we should take into account with the wording?

i.e. all capital letters, or if an abbreviation, should periods be included after each letter

Do you have any preferred choice for typeface? Can we use any typeface?

Are there any examples of logos that you like or dislike?



Is there anything else you want to tell that is not in this list? If so, please add it.

Thank You!

Thank you for your effort and time. Please save this document and e-mail or fax to sales@lucidintegration.org or 951.880.0884. Please allow us a few days to respond. Thank you.

