

# Logo Questionnaire

Company Name:	
Contact Person:	
Phone:	Fax:
Address:	
City:	Province:
Email:	Web Site:
Today's Date:	



**ARKTOS**  
GRAPHICS & DESIGN

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**Business Brand Message**

What is the branding message you wish to communicate?

Who is your target audience or targeted demographics?

Where will the logo be used?

Client's Inclusions Requests - Do you have any specific imagery - typefaces - colours you wish to include in the design?

Please include any and all that you think you would like to see included. (For example: Houses, chains, script, bold, red, blues etc.)

What three attributes would you most want to describe your logo?

What three attributes best describes your company?

Additional Comments:

- ☐ Elegant ☐ Modern ☐ Bold
- ☐ Simple ☐ Trendy ☐ Dynamic
- ☐ Classic

- ☐ Passionate ☐ Energetic ☐ Accessible ☐ Modern
- ☐ Professional ☐ Trustworthy ☐ Wise