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**Logo Design Questionnaire**

This questionnaire form will help me better understand your requirements when it comes to your brand (logo) look, feel and art direction. Please provide as many answers as possible.

**1. Please write out the logo name exactly as you would like for it to appear in the design.** (e.g. Hipinspire Limited Company; Hipinspire Ltd.; or just Hipinspire)

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**2. Do you have a short tagline (slogan) you will use with your logo in some occasions?**

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**3. Are there any logos that you particularly like? What do you like about them and what aspects, if any, would you like to emulate?**

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**4. Please provide some keywords (adjectives) that best describe what you hope to communicate with your logo.** (e.g. strong, exciting, warm, welcoming, inventive, humorous, feminine, serene, athletic, etc.)

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**5. What sort of style do you envision? What do you want your new logo to communicate about your company or product?** (e.g. modern and clean, old world, cutting edge, vintage, sporty, futuristic, etc.)

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**6. How would you describe your company/business to someone who has no knowledge of your existence? What is your business industry?**

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**7. Who is your target audience?** (e.g. age, industry, gender, income, geographical area, etc.)

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**8. Do you have any preconceived ideas about the design of your logo? Are there any elements that you would like to see included in your logo design? If you have an existing brand identity, what elements from it you like or dislike and why?**

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**9. Do you have any particular images or symbols you associate with your product or company?** (e.g. favorite animal or object, like a lion, ship, mountain or tree)

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**10. What are your color preferences? How many colors would you like used in your logo?**

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**11. Do you have any ideas for the style of text (font) in your logo?** (e.g. script, bold, light, hand-drawn, custom lettering, elegant, etc.)

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**12. Do you want your logo to include text only, text and graphic/icon, or graphic/icon only? If you would like to use an icon, do you have any specific themes for the icon that you would like us to consider?**

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Thank you for providing answers to the questions above. Please send the filled-out form to mb@hipinspire.com. I will get back to you within the next 24 hours. Business hours: 8am-4pm EST (2pm-10pm CET) Monday-Friday.