



logo |'lōgō|

noun (pl. **logos**)

a symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc.

To help me better understand you and your company, I ask that you fill out this short survey about your company. This is the best way for me to understand the heartbeat of the company. My promise is to give you a meaningful, professional, and, for lack of better words, awesome logo that you love!

I. The Company

- A. What is the name of the company?
- B. Do you have a tagline? If so, what is it?
- C. Who are your main customers?
- D. What product do you sell?
- E. Use three words you want customers to say/think when they deal with your product?

II. The Logo

- A. What do you want people to feel/think when they see your logo?
- B. What do you have in mind for the logo? Color, looks, feel? *Feel free to draw on the back
- C. Are there any example logos you want to mimic or be alike?
- D. Did you have a color scheme in mind?
- E. Do you want to use the in the tagline in the logo?
- F. How will the logo be used (i.e. Website, merchandise, business cards, etc.)?

III. The Logistics

- A. What is the exact name needed for the logo?
- B. Do you have a company website?
- C. Is there specific date you need the logo completed?
- D. How can I best reach you?
- E. What is your favorite coffee order?

I confirm the information provided and give permission to, Roasted Media, to create the best logo for my company.