

PRESENTABLE CHAOS



LOGO IDEAS

**Feel like you don't know where to start? What to do next?
Let me help with that.**

The following questions will help you think through your project goals, as well as give me information needed to start developing a proposal and cost estimate for your project. This is a valuable investment for both of us, as it will save us time later by clearly defining different aspects of the work at this early stage.

Completing this questionnaire does not obligate you to anything.

Once we receive your fully completed survey, we'll need a few days to tailor a proposal to your unique logo.

If you have any questions at all, send us an email. Thank you in advance!

You Are? (Tell us about yourself)

- * Your name _____
- * Business or organization name _____
- * Position (or Title) _____
- * Mailing address _____
- * Contact phone number _____
- * E-mail address _____
- * Current URL (if you have one) _____
- * Where did you hear about Presentable Chaos? _____
- _____
- * In a paragraph (or two), describe your business and its history.
(i.e. Who are you? What do you do? Why is it important?)

Objectives and background

What is the name of your business? (*exactly* as you want it to appear)

How would you describe what the business does, in just one sentence?

Who are your competitors? Please provide website addresses or examples of their logos.

What makes your business *different* from others? (strengths or unique selling points)

How do you want your business to be perceived? Think of words to describe your desired brand personality (eg innovative, reliable, friendly, solid, warm, authoritative, fresh, trustworthy, etc).

Target market/audiences

Who are your target audiences (type of people, industry, role, locations)?

What do your audiences need or expect from a business like yours? Are they likely to have any particular preconceptions, concerns or issues that need to be addressed?

Through which main channels do your audiences come in contact with your business? (eg website, telephone, email, SMS, personal contact, events, adverts, product/service delivery, etc). Which of these have the most impact on what people think about your business?

Practical considerations

Is your business name registered? Do you want your logo to be trademarked?

Do you have an existing/previous logo? If so, what do you want to change about it?

Do you have any preferences regarding colours, typography, visual style or imagery? Please provide details for any specific elements you want to use (e.g. colour palettes, image samples, etc).

Do you have a tagline/slogan you want to use with the logo?

Does the brand for this business need to relate directly to any other brand or business entity?

Does your logo need to work in black & white (or 2 colours) as well as full colour, or at very large or very small sizes?

Which communication materials are essential, and which are nice to have? If you know you need specific materials (such as a brochure, website, business card, etc) please estimate quantity and requirements for each (e.g. number of pages, size/format, production process, content details)

Last (but not least)...

What is the intended deadline for this project? Are there any external factors (advertising campaign, trade shows, etc.) that may affect this date? Is this date flexible?

Will you need Presentable Chaos to produce any printed materials to accompany the logo? (i.e. Promotional postcards, print ads or business cards?)

Please estimate your budget for this project.

Is there anything else we need to know? Please tell us now.

WHAT'S NEXT?

Estimate & Proposal -----

After reviewing your survey, we may have questions. We will contact you, if we do. Once we have a good understanding of your project, we'll send you an estimate (usually within a week).

Begin Project -----

Once you decide on the start date, we begin working together and you will receive an invitation to our project area where we can begin to collaborate on your logo.

Thanks for taking the time to complete this questionnaire. We will be contacting you shortly.