



J BERRY
M E D I A

Logo Design Questionnaire

1. Please write out the logo name exactly as you'd like for it to appear in the design (e.g., Jberry Media, or just Jberry)
2. How would you describe your company/business to someone who has no knowledge of your existence?
3. Do you have a tagline or a slogan? Would you like to see it incorporated with the logo?
4. Describe your target market, gender, age, geography.
5. Please provide some adjectives that describe what you hope to communicate with your logo. (e.g. strong, exciting, warm, welcoming, inventive, humorous, feminine, serene, athletic, etc.)
6. What sort of style do you envision? (e.g. modern and clean, old world, cutting edge, vintage, sporty, futuristic, etc.)
7. 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.)
8. Is there a certain look that you like (include URLs or company names if possible)?
9. Are there any elements that you would like to see included in your logo design? What elements from your old identity do you like or dislike?
10. Are there any images or concepts you DO NOT want to see?
11. Do you want your logo to include text only, text and graphic, or graphic only?
12. Do you prefer icon based logo or text based logo or combination of the two?
13. What Colors do you want to include in the design?

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