



HEARTLAND

DESIGN CONCEPTS

Logo Design Questionnaire

Basic Information

Name

Email

Phone

Address

City, State, Zip

Website

Company/Organization Information

Company/Business/Organization Name (exactly as it will appear in the logo)

Do you have a slogan/tagline that you will sometimes use with your logo?

What industry is your business in?

Tell us about your company. What do you do/make? Who are your customers?
How would you describe your business to someone who has no knowledge of you at all?

Describe your target market. Also describe your direct competition or similar businesses.

Project Information

Are there any well-known logos that you like? What about them do you like and are there any aspects that you would like to emulate or eliminate?

Please list a few adjectives that you would like to convey with your new logo. (examples *Strong, Welcoming, Exciting, Subtle, Cool, Feminine, Humorous, Calm, Warm, Masculine* etc)

What kind of style do you envision? (*Modern/Clean, Retro/Vintage, Corporate, Trendy, Traditional, Old World, Illustrative, Whimsical, etc*) See list at end for examples

Are there any specific images or symbols/icons you associate with your company? (e.g. favorite animal or object, like a mountain, tree, tiger or ship)

Do you want your logo to include text only, text and graphic/icon, or graphic/icon only?

What colors do you want to see in your logo? Are there any colors you DON'T want? Do you want bright & vibrant or muted colors? Enter here or use our color selector below.

Colors shown are a starting point for generalized style preview only and will not necessarily be colors used in your logo design.

	Red: Passion, Anger, Love, Confidence		White: Peace, Balance, Purity, Simplicity
	Orange: Youthfulness, Cheer, Warmth		Grey: Neutral, Sophistication, Wisdom
	Yellow: Sunshine, Happiness, Energy		Black: Modern, Power, Mystery
	Blue: Water, Tranquility, Trust, Power		Brown: Earth, Stability, Tradition, Nature
	Green: Nature, Balance, Cleanliness		Pink: Love, Romance, Feminine
	Purple: Nobility, Power, Elegance, Wisdom		Turquoise: Compassion, Healing

Project Information

Do you have a particular font style in mind? Fonts shown are just examples of the style of fonts and not an indication of exact fonts used in your design.

- | | | |
|--|---|--|
| <input type="checkbox"/> Serif | <input type="checkbox"/> Typewriter | <input type="checkbox"/> Retro |
| <input type="checkbox"/> Sans Serif | <input type="checkbox"/> WESTERN | <input type="checkbox"/> GRUNGE |
| <input type="checkbox"/> Slab Serif | <input type="checkbox"/> <i>Medieval</i> | <input type="checkbox"/> Block |
| <input type="checkbox"/> <i>Script</i> | <input type="checkbox"/> <i>Handwritten</i> | <input type="checkbox"/> TECHNO |

How will your logo be used? Print, Web, Signage, Clothing, Other?

Use this space for any additional comments, ideas, or thoughts on your logo design.

Logo Examples

The following examples are a starting point to help you understand what we mean by corporate, illustrative, modern etc. There are not really distinct differences, and many logos could fall into several different categories.

☐ **CORPORATE**

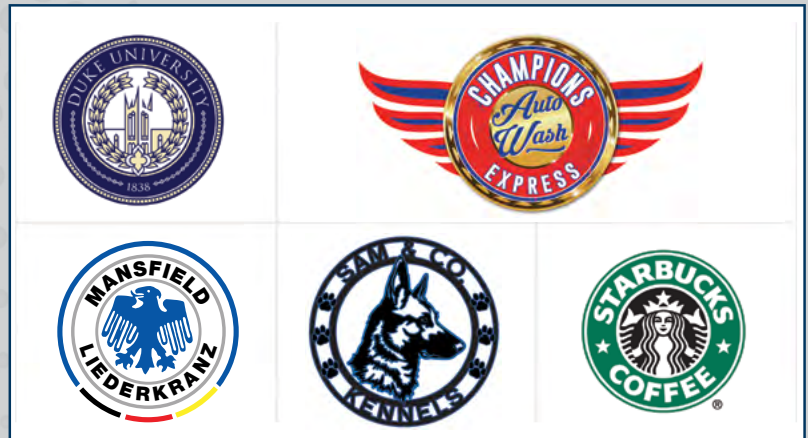
Corporate logos are simple, bold and communicate strength. They don't always illustrate what a company does. They are basic trademarks that come to symbolize a company even if they start as a somewhat arbitrary choice.



Logo Examples

HISTORIC/SEALS

These have a classic, rich feel and often include iconic imagery to convey the ideals of your brand, many times used by governments, universities, and organizations.



TEXT ONLY

Text-only logos can be a challenge to keep unique because most fonts are so widely used. But they can provide a beautiful literary or legal look, or a handwritten logo can be stunning and provide a more artistic feel. Using different colors and font weights (**BOLD**/regular etc) and negative space is a great way to create a dynamic logo with just text



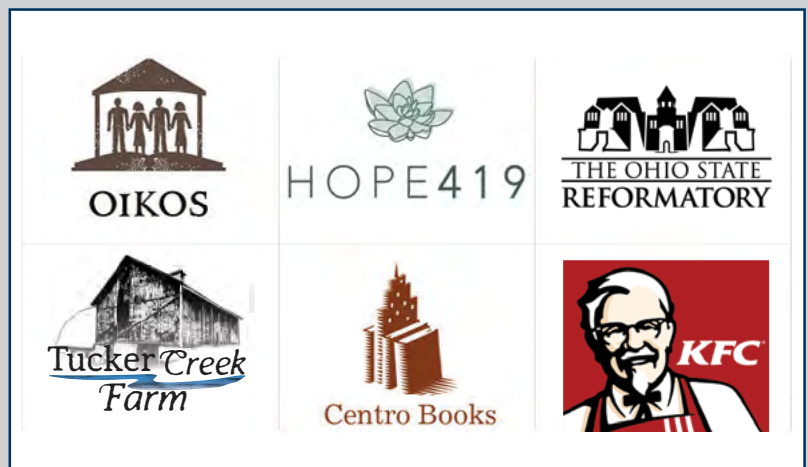
MODERN

Modern logos are clean and simple, mostly mixing text and some type of icon or graphic element.



ILLUSTRATIVE

The challenge with an illustrative logo is finding a balance between artistic complexity and the simplicity necessary for a memorable brand. These can also require much more time to illustrate, but if done well, will stand out and be remembered.

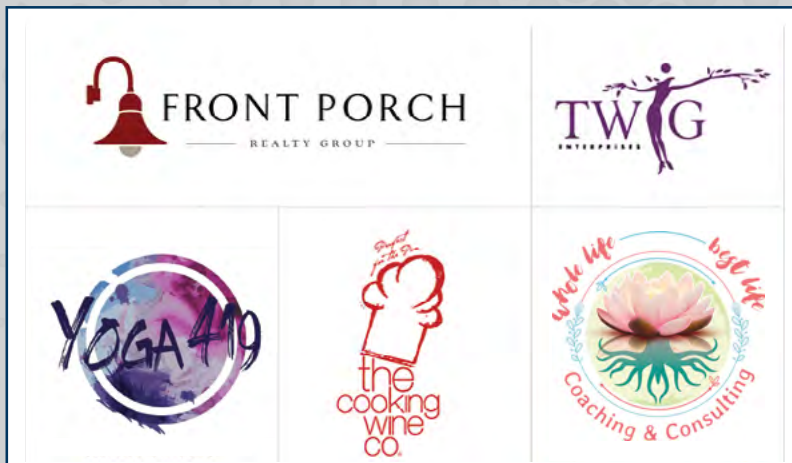


Logo Examples



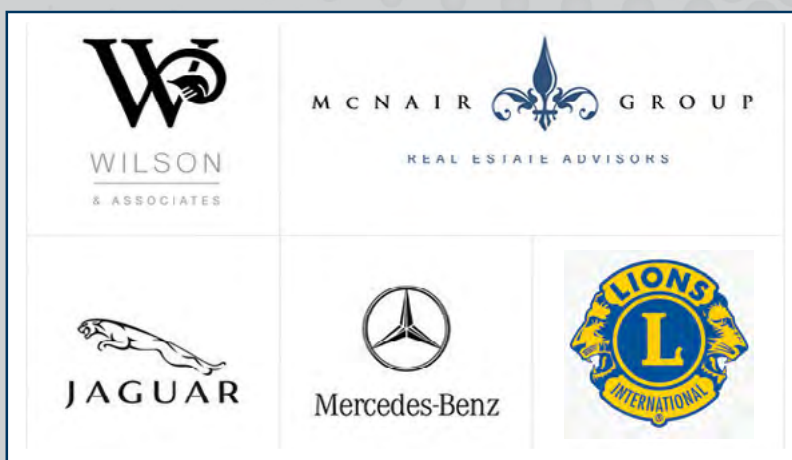
WHIMSICAL

Whimsical logos are fun and inviting. When they are based on illustrations, they can take more time and budget, but are more unique than other types of logos.



OLD WORLD

Classic. Vintage. Beautiful.



HDC Contact Info

If you have any files, sketches, documents, other imagery or previous logos that would be helpful, please attach them in the email to us when you click SUBMIT FORM below. Thank you for taking the time to fill this questionnaire out.

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SUBMIT FORM



www.HDC-Designs.com



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