



# THE PLUM CREATIVE QUESTIONNAIRE

WHAT TYPE OF PRODUCT OR SERVICES DO YOU OFFER?WHAT IS THE AVERAGE AGE OF YOUR TARGET MARKET?WHAT LEVEL OF EDUCATION DO THEY HAVE? WHAT GENDER IS THE MAJORITY OF YOUR TARGET MARKET? IS THERE A CERTAIN ETHNIC GROUP YOU'RE TARGETING? DESCRIBE THE BENEFITS OF YOUR COMPANY/PRODUCT. WHAT IS THE MOST IMPORTANT BENEFIT TO YOUR CUSTOMER? WHAT IS YOUR USP (UNIQUE SELLING POINT)? COMPETITOR LIST: LIST 3-5 SIMILAR BUSINESSES (PLEASE PROVIDE THEIR WEB ADDRESS):WHAT ARE THE STRENGTHS & WEAKNESSES OF YOUR COMPETITORS? WHAT IMAGES/SYMBOLS DO YOU WANT TO BE ASSOCIATED WITH? WHAT IMAGES/SYMBOLS DO YOU NOT WANT TO BE ASSOCIATED WITH? WHAT TYPE OF LOGO WOULD YOU LIKE? LOGO MARK WITH: 1. COMBINATION OF ICON AND TEXT 2. TYPE-BASED LOGO (TEXT ONLY)WHEN SOMEONE LOOKS AT YOUR LOGO, WHAT IS THE FIRST THING YOU WANT THEM TO THINK? HOW WILL THE LOGO BE USED? (IN PRINT, ON THE WEB, SIGNAGE) DO YOU HAVE ANY SPECIFIC IMAGES OR ICONS THAT YOU WOULD DEFINITELY LIKE TO SEE INCORPORATED INTO YOUR LOGO? WHAT COLORS DO YOU LIKE? WHAT COLORS SHOULD I AVOID? ADDITIONAL THOUGHTS

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If you are ready to “get started” please fill out this form and e-mail it back to me at [info@plumspot.com](mailto:info@plumspot.com). After I receive this form I will e-mail you an official estimate of costs for your specific logo design. If your project requires a graphic style guide, sales materials or web site design please call me to discuss your needs.

Name:

Phone:

E-mail:

Web Site:

Address:

City:

State:

Zip:

What is the exact wording to be used in your logo?

What is your tagline or slogan if any?

Logo Design Budget:

\$600 - \$900

\$900 - \$1300

\$1300 - \$1800

\$1800 - \$2500

\$2500+

What type of product or services do you offer?

What is the average age of your target market?

What level of education do they have?

What gender is the majority of your target market?

Is there a certain ethnic group you're targeting?

Describe the benefits of your company/product.

What is the most important benefit to your customer?

What is your USP (unique selling point)?

Competitors & similar Businesses (please provide their web address):

What are the strengths & weaknesses of your competitors?

What images/symbols do you want to be associated with?

What images/symbols do you NOT want to be associated with?

What type of logo would you like?

Logo mark with a combination of icon and text

Type-based logo (text only)

When someone looks at your logo, what is the first thing you want them to think?

How will the logo be used? (in print, on the web, signage?)

Do you have any specific images or icons that you would definitely like to see incorporated into your logo?

What colors do you like?

What colors should I avoid?

Additional thoughts:

Thank you for the opportunity to team with you on your logo design project. I look forward to working with you. Our goal at Plum Design is to create a logo design that meets and exceeds your objectives.

Mark Hennick — Logo Designer