

LOGO WORKSHEET

NOTE: This form requires Acrobat Reader 7 or higher in order to save it (which you'll have to do to email it). To get the latest version of Acrobat reader, [click here](#).

Fill out the form below with as much detail as possible. Once you are finished, save this pdf, and email it to katy@katydwyerdesign.com. I'll get back to you via email with any questions or a completed quote.

YOUR NAME

COMPANY

EMAIL

PHONE

PREFERRED METHOD OF CONTACT: PHONE EMAIL

- 1** I need a logo designed and I don't currently have one. **(skip to #4)**
- I have a logo, and I need it to be redesigned. **Please attach a copy of your current logo to the email when you return this form.**

2 What do you like most about your current logo?

3 Why do you want to redesign your logo?

4 What is the meaning/background behind your company's name?
Where did it come from?

5 Do you have a tagline that you'd like included in your logo?

Yes, here it is:

No, but I'd like to have one developed.

No. Don't have one, don't need one.

6 What is the nature of your business? (i.e. Restaurant, Architect, Contractor, Non-profit Organization, etc.):

7 Who are your competitors? (listing a few company names is helpful)

8 What do you hope to say about your company through your logo?
What's the personality that you hope to convey?

9 Is there any imagery or icon that you envision being a part of your logo?

10 When thinking about your logo, what colors do you imagine being used?
What colors do you NOT want to see used in you logo?

11 Are there any other logos that you particularly like? Please include website addresses if possible, or attach images of the logos to the email when you return this form.

12 Additional Needs (Check all that apply)

<input type="checkbox"/> Business cards	<input type="checkbox"/> Brochure
<input type="checkbox"/> Letterhead	<input type="checkbox"/> Promotional materials (t-shirts, mugs, etc.)
<input type="checkbox"/> Envelopes	<input type="checkbox"/> Other (please specify):
<input type="checkbox"/> Labels	<input type="text"/>
<input type="checkbox"/> Website (you can also download and fill out a website worksheet!)	

13 What is your timeline? When do you hope to have a final logo?

14 What's your budget for this project?

A NOTE ABOUT YOUR BUDGET: It's the elephant in the room, but your answer here will help me to accurately and honestly respond to your needs. I may be able to suggest ways to extend the reach of your budget without going over-budget. I can work within any budget to find ways to meet and exceed your goals.

15 Anything else you want to tell me? Or any questions you might have?

Once you have completed the worksheet, save this pdf and email it to:
katy@katydwyerdesign.com

I will be in touch shortly with any follow-up questions, or a complete project quote.
Thank you for your interest in Katy Dwyer Design!