



BTW DESIGN INC.

Delivering Quality Graphic Solutions For Your Business

☎ 714. 444-2440

✉ 17220 Newhope Street
Suite 204
Fountain Valley, CA
92708-4261

🌐 btwdesign.com

Please kindly provide your information below. Your input will form the basis of our creative brief and project estimate, without which nothing much is possible. We cannot stress how important this questionnaire is to providing a solid base from which we will try to understand what you need from your logo and identity. Remember: The more we know, the better we'll be at our job!

Once you have submitted this 2-pg form, we will usually get back to you within 24–48 hours to confirm receipt of your input or to ask additional questions to help us build our creative brief.

★ Required Fields

HOW DID YOU FIND US?

CONTACT INFORMATION

Full Name ★

Company ★

Job Title ★

Email ★

Phone Number ★

Address ★

City, State & Zip Code ★

Website URL

SCHEDULING

When do you need this logo project completed and why? ★

BUDGET

Do you have a pre-determined budget in mind? ★ \$2,500 minimum
How much are you prepared to invest in your new valuable business identity?

BRAND INFORMATION

Logo Wording ★

Please spell-out the exact Wording of your logo. Example: *Go Daddy.com* or *Banana Republic* or *MasterCard*

LOGO DESIGN QUESTIONNAIRE

Tag Line

If you have an existing tag line you want as part of your logo, type it here

Do you need a tag line created? *

We can help you create a suitable tag line for an additional \$600.00

What is your business all about? *

Be as descriptive and detailed as you can so we can understand what we are designing a logo for

What is your elevator pitch? *

Imagine you have just a few minutes to enthusiastically describe what it is you do when someone asks

Keywords & descriptive phrases *

List keywords, adjectives and phrases that best sum up the overall impression you wish your logo to convey to your target audience

Who is your intended audience? *

Please list the type of people that you wish to influence with your logo, that is, who is your target market?

Who are your competitors? *

To see how your closest competitors brand & position themselves before we can create an identity for you. Please provide URLs and/or company names

MORE HELPFUL DETAILS

Where will your logo be used? *

Any primary and secondary uses you envision would be helpful

Any other design services? *

Would you like any additional design services packaged with your new logo? (ex: business cards; letterhead; etc.)

Any specific visual requirements? *

Have you any set ideas of imagery for your new logo? To help us understand how flexible you'll be to exploration

Anything else you'd like to share?

If you have more information that couldn't be squeezed in above, please enter it here

SUBMIT