

# Brand Questionnaire

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**Your name:**

**Company name:**

**Contact email:**

**Website URL:** *(if applicable)*

## Design Preferences

**Exact Logo/Brand Wording:**

**Tagline or Slogan?** *(optional)*

**What is your vision for the logo design? What appeals to you?** *(please provide examples either through weblinks or attachments)*

**Do you have any specific elements/images that you'd like to see in the logo?** *(please attach or provide weblinks if applicable)*

**Where will the logo be used?** *(website, mobile application – iOS/Android, social profiles, stationery, vehicle graphics, exterior signs, screen printed clothing, embroidered clothing, corporate and printed literature, marketing and advertising materials, etc.)*

**What are your design preferences?** *(abstract, bold, clean, corporate, illustrative, minimal, traditional, etc.)*

**Specific visual requirements?** *(any guidelines/restrictions that we should be aware of?)*

**Preferred typography style?** *(casual, classic, dramatic, formal, geometric, heavy, light, modern, script, etc.)*

**Desired color(s)** *(if you have already established a color palette please attach)*

**Color(s) to avoid** *(any colors you absolutely cannot stand?)*

## Company Background

**What do you and/or your company do?** *(a brief explanation)*

**State a single phrase that will appropriately describe your company:**

**Number of staff:**

**Who is the target audience or intended target market?**

**What makes your company unique?** *(list any differentiating factors)*

**Who are your competitors?** *(please provide weblinks if possible)*

**Please provide any further background information that may be helpful in the brand creation process:**

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Thank you for taking the time to fill out the questionnaire. Synergy is committed to capturing the story and essence of your organization when crafting its brand identity and designing your logo.

Please send a completed copy and any attachments to: [hello@synergydigitalgroup.com](mailto:hello@synergydigitalgroup.com)

Sincerely,

**Matt Wagnitz**  
Co-Founder & CCO