

Date _____

Company Name _____ Contact Name _____

Phone _____ Phone _____

Fax _____ E-Mail _____

Please answer as many of the following questions as you can. Your complete response is very important in order to produce the finest results. A blank sheet is included with this form for your responses. Just print as many as you need or create your own document. Please contact GrooveMaster Graphics if you have any questions.

When you have completed the questionnaire please return it to. GrooveMaster Graphics
1017 N. Douglas Avenue
Arlington Heights, IL 60004

A: ABOUT YOUR ORGANIZATION

- A:1. What products or services do you sell/provide?
- A:2. Does your company have a niche? What is it?
- A:3. What benefit can your company provide customers that they can't obtain elsewhere?
(List key points that set you apart from competitors.)
- A:4. What does your company do best?
- A:5. In terms of philosophy, identity, marketing, advertising, would you say your company is conservative, progressive, formal, casual, edgy, out of the box thinkers, extreme, old school, new school, other?
- A:6. What is your mission statement?
- A:7. Tell us about your vision for your company?

B: IDENTITY/PERCEPTION

- B:1. How is your company currently perceived?
- B:2. Do you wish to carry the same kind of message through this project?
- B:3. How does the company's existing graphic identity if any support management's vision?
- B:4. Is that identity distinct from the competition? If not, how do you want to differentiate yourself?
- B:5. Is the company's identity communicated consistently and cohesively?
- B:6. Is there a color scheme that your company currently uses as part of its identity?
- B:7. Do you plan to carry that scheme over to your revised/new logo?
(Be aware that color is an important part of logo design. The colors you are now using may not be compatible with any new logo design)
- B:8. Are you aware of the differences between 1, 2, 3 and 4 color process printing on a press? (Hint, 4 color process printing on a press is more expensive. But keep in mind that with modern full color digital processes, full color printing is more affordable than ever.)
- B:9. Are you willing to bear the printing costs for a piece that requires 4 color process printing? (On a press)
- B:10. What do you want your logo, your brand to stand for?
- B:11. If your target audience could come away with just one thought about your company after seeing your logo, what would it be?
- B:12. Use three adjectives to describe how your audience should perceive your company after seeing your logo.
- B:13. Are these perceptions different than current image perception?
- B:14. What do you feel is the biggest challenge in getting this image across to customers?

C: PROJECT SPECIFICS

- C:1. What has motivated your company to redefine, redesign or create its corporate identity and/or logo?
- C:2. Does your company have a logo now?
- C:3. If you have a logo, is this project a modification of your existing logo or new custom development?
- C:4. What are the exact words and/or acronyms you wish to be part of your logo? For example do you refer to your company as ABC Widgets, Inc? or Accurate Banana Cutting Widgets, Inc.? What name do you use when you answer the phone?
- C:5. Describe the target audience you wish to reach? Is it different than your current target?
- C:6. Have you ever worked with a graphic designer?
- C:7. Do you have a budget set for your logo? (Includes time, money and commitment)
- C:8. Do you have a projected go live date for your logo?
- C:9. Who is responsible for reviewing and approving intermediate drafts and the final logo artwork? Please list everyone who will be involved in decision making.
- C:10. Are there existing visual assets (photos, copy, illustration, etc.) that might be used in your logo?
- C:11. Would you say that you would prefer shapes, items, images in your logo to be literal or symbolic? For example, a construction company could have a hammer, plumb bob or blue print as part of their logo, these would be literal representations. In other words they would be recognized as a hammer, plumb bob or blue print. Other shapes or 'symbols' may represent quality design, construction, precision and professionalism but may not look like any recognizable 'real' object.
- C:12. What do you hope to achieve with a new identity/logo program?
- C:13. What would constitute a successful project? What are the expectations?

D: IN ADDITION

We will need you to supply us with the following.

- D:1. List of logos that you like/hate. What do you like and dislike?
- D:2. List of local competitors logos. What do you like and dislike?
- D:3. List of any absolute don'ts for the logo.
- D:4. Visual assets you may want us to use in your logo.
- D:5. Please add any additional thoughts you may have. The more you can add, the better.

Please precede your responses with the question numbers. Thank you.