

IDENTITY DESIGN PRELIMINARY QUESTIONNAIRE

Date: ____ / ____ / ____

Client Name: _____

Company Name: _____

Email address: _____

Phone: _____



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1 Full business name/title to be used in logo:

• Please designate if trademark, other symbols, initials or titles need to be included:

- TM Inc.
- ® LLC
- Other inclusions: _____

• Is there a tagline that must be included in logo? Keep in mind, simpler is usually better. Only include a tagline if it needs to be a constant part of your logo & identity.

2 Please describe what your business or service does:

3 Who is your target audience/clientele?

4 Please indicate the primary use(s) for the logo:

- Business cards
- Letterhead
- Envelope/mailing label
- Folders
- Advertisements
- Brochures
- Website
- Signage
- Large scale billboards
- T-shirt / hat / promotional materials - silkscreened
- T-shirt / hat / promotional materials - embroidered
- Other: _____

5 What distinguishes you from your competition?

6 Please describe how you would like your logo to look; give as many adjectives as possible to suggest preferred style. (What do you want people to think of your business from looking at your logo? How do you want your business to come across?)

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7 Please indicate which words below describe the look you would like for your logo. Check off as many words as apply. For additional input, you can rank the importance of each descriptive word (to the left) by number, 1 being the most important.

- | | | |
|------------------------------------|--|-------------------------------------|
| <input type="radio"/> clean | <input type="radio"/> traditional | <input type="radio"/> elegant |
| <input type="radio"/> simple | <input type="radio"/> classic | <input type="radio"/> sophisticated |
| <input type="radio"/> modern | <input type="radio"/> corporate | <input type="radio"/> upscale |
| <input type="radio"/> sleek | <input type="radio"/> large company | <input type="radio"/> rich |
| <input type="radio"/> edgy | <input type="radio"/> service-oriented | <input type="radio"/> glamorous |
| <input type="radio"/> hip | <input type="radio"/> stately | <input type="radio"/> romantic |
| <input type="radio"/> fun | | |
| <input type="radio"/> techie | <input type="radio"/> dependable | <input type="radio"/> illustrative |
| <input type="radio"/> progressive | <input type="radio"/> trustworthy | <input type="radio"/> photographic |
| | <input type="radio"/> efficient | <input type="radio"/> abstract |
| <input type="radio"/> easygoing | <input type="radio"/> capable | <input type="radio"/> artistic |
| <input type="radio"/> calm | <input type="radio"/> authoritative | <input type="radio"/> calligraphic |
| <input type="radio"/> zen | <input type="radio"/> expert | |
| <input type="radio"/> peaceful | <input type="radio"/> serious | <input type="radio"/> old-fashioned |
| <input type="radio"/> earthy | <input type="radio"/> sedate | <input type="radio"/> old world |
| <input type="radio"/> laid-back | | <input type="radio"/> western |
| <input type="radio"/> energized | <input type="radio"/> bold | <input type="radio"/> eastern |
| <input type="radio"/> high-voltage | <input type="radio"/> understated | <input type="radio"/> gothic |
| <input type="radio"/> flashy | <input type="radio"/> colorful | <input type="radio"/> classical |
| <input type="radio"/> adventurous | <input type="radio"/> plain | <input type="radio"/> all-American |
| <input type="radio"/> exciting | <input type="radio"/> whimsical | <input type="radio"/> exotic |

8 Print criteria: The design and colors used often depend on print purposes/quality and budget. Please indicate your needs to the best of your knowledge:

- | | |
|--|--|
| <input type="radio"/> Black and white only | <input type="radio"/> Lower-quality, "quickie" printing |
| <input type="radio"/> 1-color | <input type="radio"/> Standard 4-color offset printing |
| <input type="radio"/> 2-color | <input type="radio"/> High-quality custom offset printing |
| <input type="radio"/> 4-color process (unlimited color) | |
| <input type="radio"/> Solid lines and shapes only | <input type="radio"/> Lowest possible cost option |
| <input type="radio"/> Screens and percentages of color(s) ok | <input type="radio"/> Quality printing on a moderate budget |
| | <input type="radio"/> Investing in the most impressive options |

9 Please provide us with at least 3 samples of design (style) you like. This can include other business' logos, advertisements, magazine pages, websites, etc.

- Please provide physical copy via mail or fax, or website links here:

- Samples do not necessarily have to be the style you desire for your logo; They are more for getting an idea of your tastes, wants, and likes.

THANK YOU FOR HELPING US HELP YOU!