

# The first step to your new logo and signage

A successful logo or sign design begins with the designer having a solid understanding of your business, your market and your goals. Let's take a few minutes to identify those so that you get an effective, appealing design that works for your business.

What's the full name of your business?

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Do you have a company tagline or motto?

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Tell me the nature of your business or services:

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Who is your primary customer—male/female, young/old, individual/corporate, etc.?

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Is there anything in particular that you don't like about your current business image?

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List some adjectives that describe the image you want your logo to convey—traditional, trendy, retro, established, playful, elegant?

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What are the key applications for your logo—signage, stationery, web, vehicle graphics, etc.?

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Do you have any color preferences or colors you don't care for?

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Is there a logo from another company that you especially like?

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Is there a logo from another company that you especially dislike?

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Are there symbols or icons that you would like to incorporate into your design?

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Are there symbols or icons that you would not want used in your design?

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Feel free to jot down any comments you feel will help us as we develop your design:

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**Save and email to [frank@hugeprints.com](mailto:frank@hugeprints.com)**