vistaprint

18 questions to kickstart your logo design

Use these questions to help guide and develop your brand identity, to create a logo that's on-brand, eye-catching and aligned with all aspects of your business.

CHECK THEM OFF AS YOU GO!

ANSWERS, THOUGHTS AND FEELINGS

- [ ] 1. What is the nature of your business – what do you offer and what problem do you solve?

- [ ] 2. In one sentence, what do you want your business to be known for?

- [ ] 3. What are your business values, vision and mission?
  (Where you're going and how you'll get there.)

- [ ] 4. Tell us the story behind your business: How did the idea happen, and what inspired you to start?

- [ ] 5. What are the most important milestones you've hit so far?
  (Or hope to hit in year one?)

- [ ] 6. Who is your primary target audience, and who is your secondary?
  (Be specific!)

- [ ] 7. What do your customers value most?
  (Speed, price, quality, status, community, convenience, etc.)

- [ ] 8. What turns your customers off?
  (Pushy sales, a "cheap" look, overly corporate tone, clutter, etc.)

- [ ] 9. Where will customers find you today? And where do you want to grow next?
  (Instagram, Etsy, Google, local foot traffic, referrals, pop-ups, etc.)

- [ ] 10. Who are your top three competitors right now?

- [ ] 11. For each competitor, what do you like and dislike about their brand?
  (Colors, logo style, imagery, typography, etc.)

- [ ] 12. How are you meaningfully different (or better) than your competitors? And how could your logo communicate this difference?

- [ ] 13. Given your mission, values and offerings, which colors feel right, and which colors should you avoid?

- [ ] 14. What style of typography fits your brand, and why?
  (Serif, sans serif, script, bold, minimal, playful, etc.)

- [ ] 15. Describe your brand's aesthetic in three to seven words.
  (Classic or modern, playful or sophisticated, organic or geometric, mature or youthful, illustrative or photographic, abstract or realistic, etc.)

- [ ] 16. Where do you see your business in five years, and what might you add?
  (New products or services, locations, markets, etc.)

- [ ] 17. Where will your logo be used most and what deliverables do you need?
  (Website, social media, packaging, storefront, invoices, etc.)
  (Vector file, PNG for transparency, JPG for web, black and white versions, etc.)

- [ ] 18. What's your timeline and budget range for your logo design?