



## LOGO DESIGN QUESTIONNAIRE

This questionnaire is designed to enhance communications between Apocalypto Media and our clients. Please keep a copy of this document at hand so that when you discuss your project on the phone with your Apocalypto Media Project Manager, you both can refer to the same information.

Completion Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

PROJECT CODE: \_\_\_\_\_ (i.e. LastName\_Project#\_L)

\*Completed by Apocalypto Media

### BACKGROUND

Organization Name: \_\_\_\_\_

Organization Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

IS THIS THE ADDRESS THAT BUSINESS CARDS SHOULD BE MAILED? \_\_\_ Yes \_\_\_ No

If No, what is the mailing address?

Organization Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

Representative Name & Title (please print): \_\_\_\_\_

Representative Contact: (        ) \_\_\_\_\_ - \_\_\_\_\_ (cell / office / home)

Representative Contact: (        ) \_\_\_\_\_ - \_\_\_\_\_ (cell / office / home)

Email address: \_\_\_\_\_

Preferred Method of Contact: \_\_\_ Telephone \_\_\_ Email

Hours of Availability: \_\_\_\_ Monday \_\_\_\_ Tuesday \_\_\_\_ Wednesday \_\_\_\_ Thursday

\_\_\_\_ Friday \_\_\_\_ Saturday \_\_\_\_ Sunday



**List 3 key aspects of your business.** (i.e. Goals, objectives, etc.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **TARGET AUDIENCE**

**Who is your target audience?** Check all that apply.

Gender: \_\_\_ Male \_\_\_ Female

Age: \_\_\_ All \_\_\_ 13-18 years old \_\_\_ 19-24 years old \_\_\_ 25-40 years old \_\_\_ >40 years old

Additional target audience details: \_\_\_\_\_

\_\_\_\_\_

## **PREFERENCES**

### **FONT TYPE**

**Do you have a FONT type preference?** Yes / No

If Yes, FONT type preference: \_\_\_\_\_

*NOTE: FONT Type Examples in Appendix. Enter the SECTION number of the Desired FONT category.*

### **COLOR**

Text color or pantone: \_\_\_\_\_

Background color or pantone: \_\_\_\_\_

**Are there any shapes or images that you don't want to use? i.e Circles, Squares, Italics, Underlining, etc.? If so, list in the area below.**

\_\_\_\_\_

### **TEXT**

**Logo Text Elements (exactly as they should appear on logo).**

**Company Name:** \_\_\_\_\_

include in logo design? Yes / No

**Tagline or slogan:** \_\_\_\_\_

include in logo design? Yes / No

**Additional Information:** \_\_\_\_\_

include in logo design? Yes / No

Domain: http://www. \_\_\_\_\_  
include in logo design? Yes / No

**LOGO FORMATS**

*2 formats can be provided at no additional cost at the time of delivery*

\_\_\_\_.jpeg      \_\_\_\_ .gif      \_\_\_\_ .tiff      \_\_\_\_ .psd      \_\_\_\_ PDF



*On behalf of our organization, I approve the above plan which I have developed with Apocalypto Media to design a logo, and I authorize Apocalypto Media to use this Logo Design Worksheet as the basis of the project.*

/s/ \_\_\_\_\_  
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**Apocalypto Media representative**  
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/s/ \_\_\_\_\_  
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**Organization Representative**  
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# APPENDIX

## I. Font Type Samples

### Section 1 – Traditional

Traditional, Traditional, **Traditional**, Traditional, Traditional, Traditional

### Section 2 – Script

*Script, Script, Script, Script, script, Script, Script*

### Section 3 – Abstract

**Abstract, Abstract, ABSTRACT, Abstract, Abstract, ABSTRACT**