

## Questions that need to answered...

### > when talking to a graphic designer

How would you *describe* your business or services and/or products and what it does?

*Why* do you want a new logo?

How would you like to be *perceived* by others?

How or what makes you *different* from your competitors?

What keywords best *describe* your business?

Could you sum up your business in *6 words or less*?

What *feeling* or message do you want your business to convey?

What are 2 logos that you like 2 you dislike?

What is the company *mission and vision*?

Who is your *primary* target market?

Are you attempting to gain a *new audience*?

How does your audience *currently view you*?

If you do have an existing logo, *why are you changing it*?

*Where* will you logo primarily be used?

What's your *deadline*, time frame or exact date of completion?

**Answer as many of these questions as you can...**

**> don't worry if you can't but your answers will help the design process... a graphic designer should be constantly listening and asking questions...**

