**Branding & Logo Questions**  
**What are the long term goals of your organisation?**

Raise the profile of the company to existing and future clients, which in turn increases our business development opportunities and successes.

£5m turnover, same net profit, 50 staff. Have access to 80% of the total construction market.  
  
**Why do you want a new logo? (if you already have one) What do you want your new logo to accomplish?**

Want to look bigger than what we are and provide our customers with a feeling or security that we are professional and know what we are doing.  
  
**How are you different from other organisations?**

Most of our competition focuses on generating leads from architects. We focus our attention on the design and build contractors.  
  
**What’s the age range of your target group?**

40-50

**Do you have a tag line? If so, would you like it stated along side your logo?  
This could be a shortened vision statement**No

**Do you have any specific imagery in mind for your logo?**

Nothing in mind but happy to consider the right imagery.

**Do you have any colour preferences, or existing brand colours?**

We currently use blue and orange however we are open to changing this to look more professional.  
  
**Do you have any colours that you do not wish to use?**

Nothing bright or neon  
  
**What adjectives should best describe your logo?**

Professional, clean, mature, classic,

**How do you prefer your logo to be worded or written out?  
Example: Pauley Creative, PauleyCreative, PAULEYcreative, PAULEYCREATIVE, pauleyCREATIVE**

Design2e or Design 2 e

**How would you like the typography to appear?  
Example: script, bold, light, hand drawn, custom lettering**

Serif font  
  
**Where will your logo primarily be used?**Web, literature, PR and marketing

**What logos appeal to you and why?**

<http://www.akt-uk.com/> like the simplicity and the way the logo looks a little architectural

<http://www.ridge.co.uk/> like the authority the logo holds

<http://www.burohappold.com/> like the simplicity and the strength of the logo

<http://tinyurl.com/zyxhd8k> love the professional feel and they way the image ties into the category of the company

<http://tinyurl.com/gtr79yk> love the stylish look of this