Logo Questionnaire



# Creative Brief for Logo Design

#### YOUR STYLE

Select all the logos that represent your style. Which styles communicate the personality of your company?

|  |  |  |
| --- | --- | --- |
| Pinterest Logo.png | emblem.png | simple.png |
| **Text Only** | **Emblem** | **Simple** |

|  |  |  |
| --- | --- | --- |
| negative_space.png | vintage.png | fun.png |
| **Negative Space** | **Vintage** | Fun |

|  |  |
| --- | --- |
| modern.png |  |
| Modern | Other |

Which Style you like:

* If you selected Other, please describe:

Please see concept examples that I sent

**COLORS**

Please select all the colors that you like. It provides us a starting point.

* I have colors I like Maroon and Silver, with blue medical emblem
* I have specific colors I need to adhere to. (Specify with your designer later) Maroon and Silver, with blue medical emblem
* Don't have any specific color preference (Select from below)

|  |  |  |
| --- | --- | --- |
| cool.png | warm.png | modern-color.png |
| Cool | Warm | Modern |

|  |  |  |
| --- | --- | --- |
| bold-colors.png | monochrome.png | earthy.png |
| Bold Colors | Monochrome | Earthy |

Color Scheme you like:

**VISUAL REPRESENTATIONS OF YOUR BUSINESS**

There might be some established imagery that are used today in your area of business. Please indicate images that you like and dislike.

#### Describe images that you LIKE to represent your business

**Example** (You are a painter): I want a paintbrush in my logo

Blue medical emblem

#### Describe images that you DON'T LIKE to represent your business

Example (You are a painter): I don't want a paint bucket in my logo

**Your Information**

### First Name: Laura

**Last Name Kamrath**

**Email: Laura@zebramarketingsolutions.com**

**Phone:** 713-502-3612

**Logo Usage**

Check all the places where you want to use the logo.

|  |  |  |  |
| --- | --- | --- | --- |
| business-card.png | website.png | promotional-product.png | social-media.png |
| Business Card | Website | Promotional Merchandise | Social Media |

|  |  |  |  |
| --- | --- | --- | --- |
| stationary.png | brochure.png | labels.png | uniforms.png |
| Stationery | Printed Marketing Material | Labels | Uniforms |

|  |  |  |  |
| --- | --- | --- | --- |
| checks-forms.png | banners.png | company-car.png | facebook.png |
| Checks & Forms | Banners & Signage | Company Vehicles | Retail Packaging |

**If Other, Please describe below:**

The logo will be placed on the company’s ambulances

## YOUR COMPANY OR ORGANIZATION INFORMATION

Please fill out information about your business. We want to learn about your business. The more we know, the better your match will be.

### Business Name:

Dignity Best EMS

(EMS stands for Emergency Medical Services, or Emergency Services – either of these 3 terms could be included in the logo depending on design)

**Describe these products**

(I sell products)

### Describe these services

(I sell services)

Provides ambulance services

### Describe what makes you different from your competition

(Describe your key differentiators)

A smaller company, they give more personal customer service attention and better prices to their customers than a bigger company would.

### Describe your brand

(Try to use adjectives like: modern, fun, trustworthy, luxury, hip, cool, etc.)

Combination of traditional and modern, trustworthy, honest, responsible, loyal, experienced, dependable, state of the art, expert, there when you need them most.

### Anything you would like to add?

### This is an ambulance company – so logo should have attributes that you would associate with needing an ambulance or emergency medicine when you’re in a crisis situation - dependable, reliable, and offers top level care. The customers will be doctors, homes for the elderly, end of life care centers (hospice), hospitals, etc.