



— JAM16
Concept & Design
Advertising studio

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Logo and brand identity design Questionnaire

Business insight
Objectives
Logo and identity creation

Introduction

Below you will find a questionnaire which is the first stage of logo and brand identity development at JAM16. It is meant to help us gather information for your quote and for further development process.

Please try to give accurate, thoughtful, detailed replies to the questions given below. Your reply will help us gain valuable insight on your company, the business you conduct, and your customers, as well as your taste and personal preferences. Most importantly, your replies will help us formulate the goals your new logo and identity package will be required to achieve.

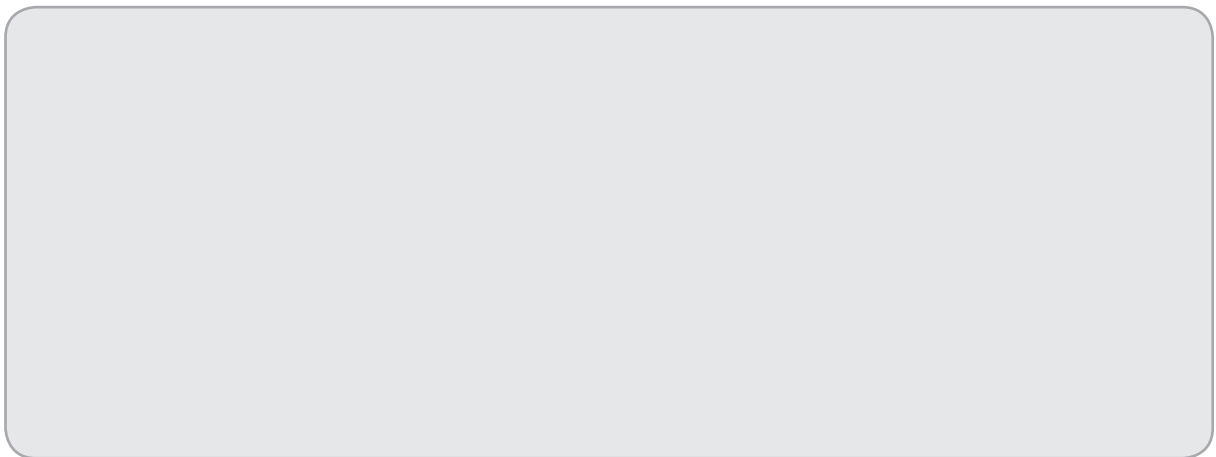
To fill in this document, you will need Adobe Acrobat. Please find the latest version of this product here: <http://get.adobe.com/reader/>

Once you have filled in the fields, you can save this document and send it by e-mail to: info@jam16.nl. If you have any additional materials to send, please attach these to your email. We will get back to you with further information as soon as possible.

Logo and brand identity design questionnaire

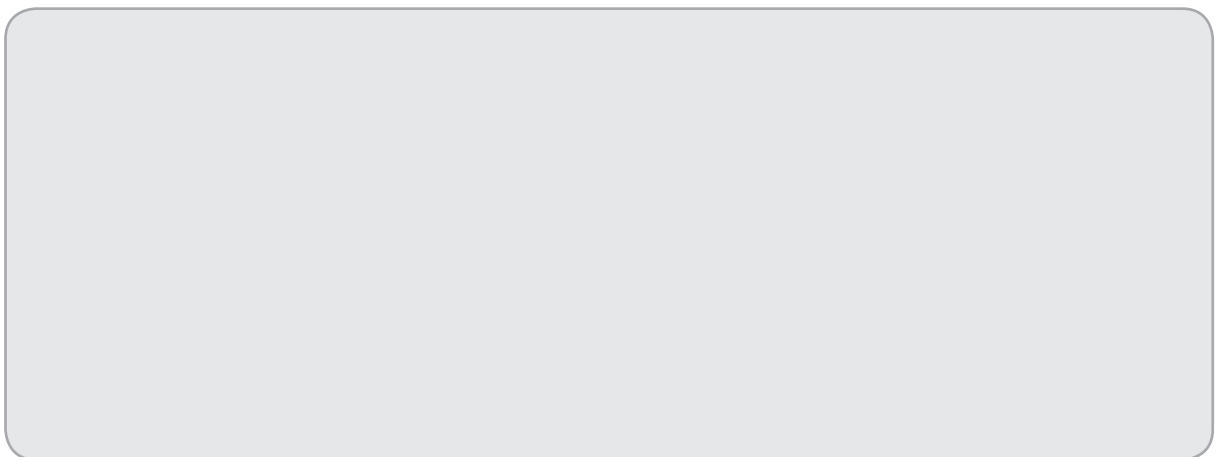
1. What is the aim of developing this logo?

Is it the first version, or are you looking to redesign your existing logo? If you want your logotype to undergo a redesign, describe the things you don't like and wish to see corrected. What are the practical goals you want to achieve with this new logo?



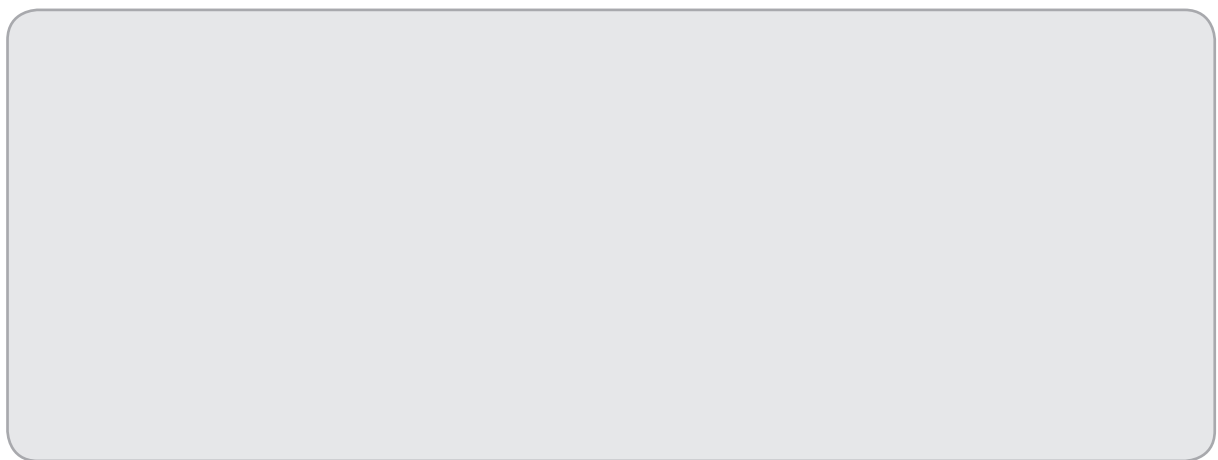
2. What are the possible ways to refer to your company?

Please give us its full name, allowed abbreviations and spelling variants, the common name to be used throughout the site, etc.



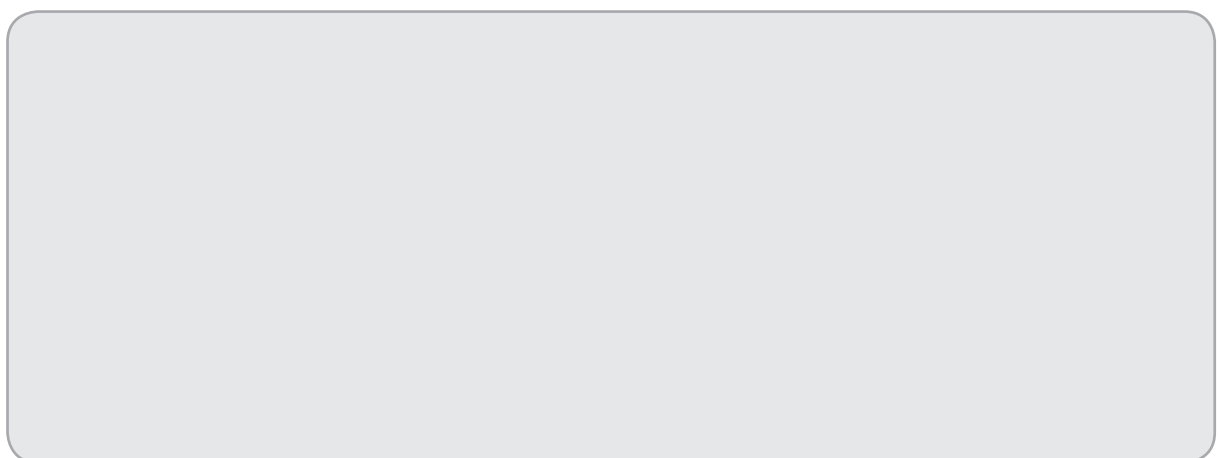
3. Does your company have a formulated mission and/or goals?

If you have a slogan or a tagline, please include them, too.



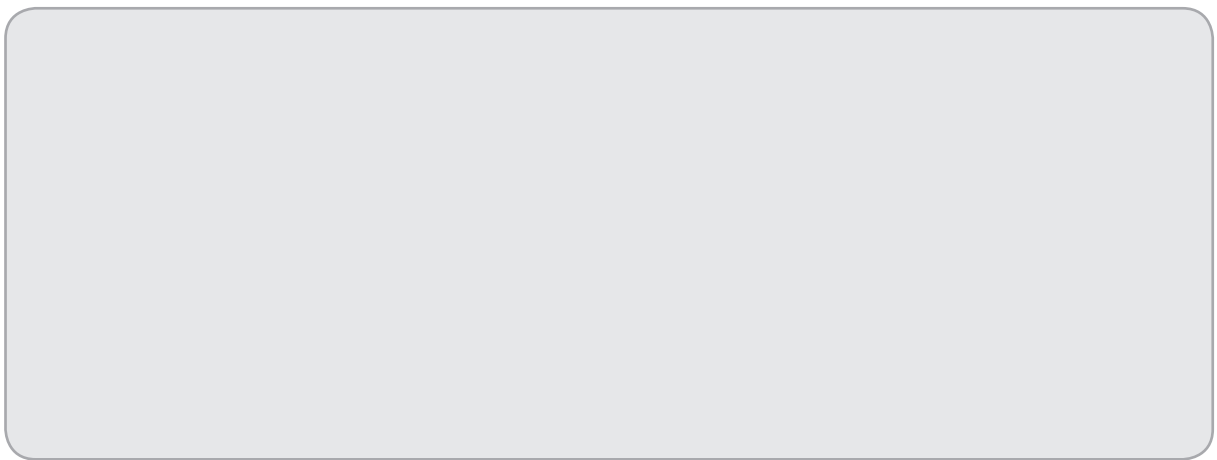
4. Describe your field of operation and your business directions.

List the key points of your marketing message, your advantages, anything else you would like your potential customers to know about you in the first place.



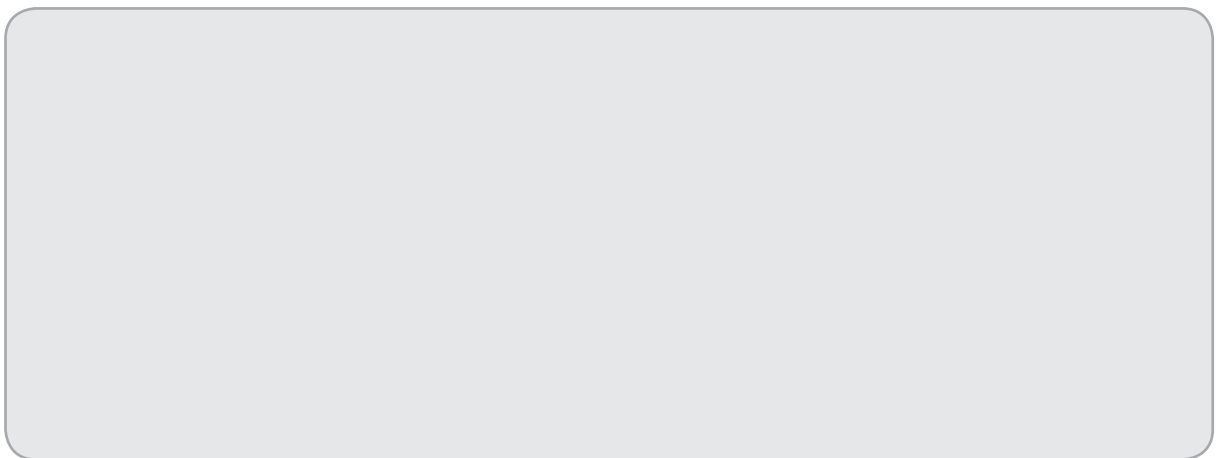
5. Who are your customers?

Describe your target audience, if possible, including their age, sex, social status, income etc.



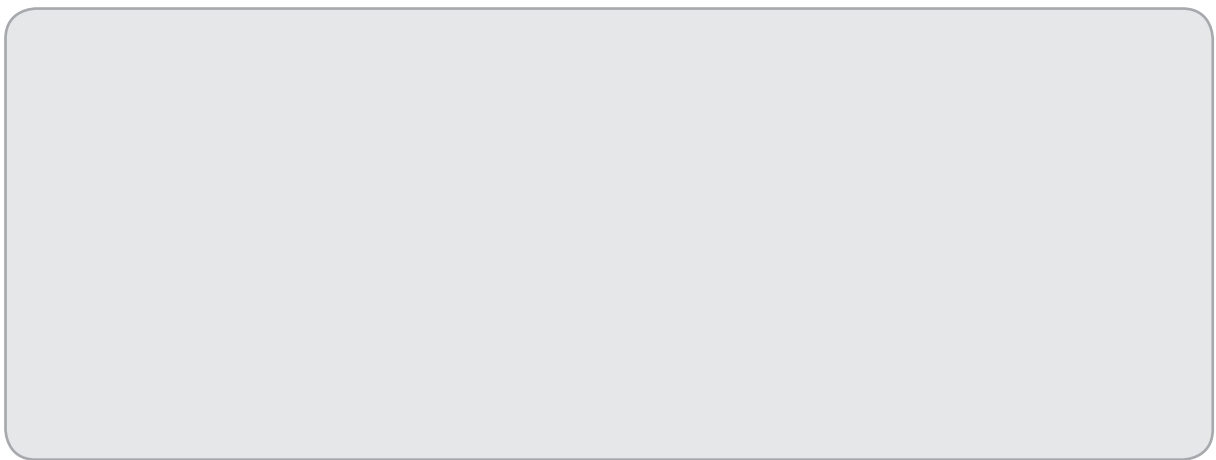
6. List 3-5 logotypes you like.

It is desirable that these logos represent companies from your businesssphere. Try to mention why you like these logos, and note possible disadvantages, if any.



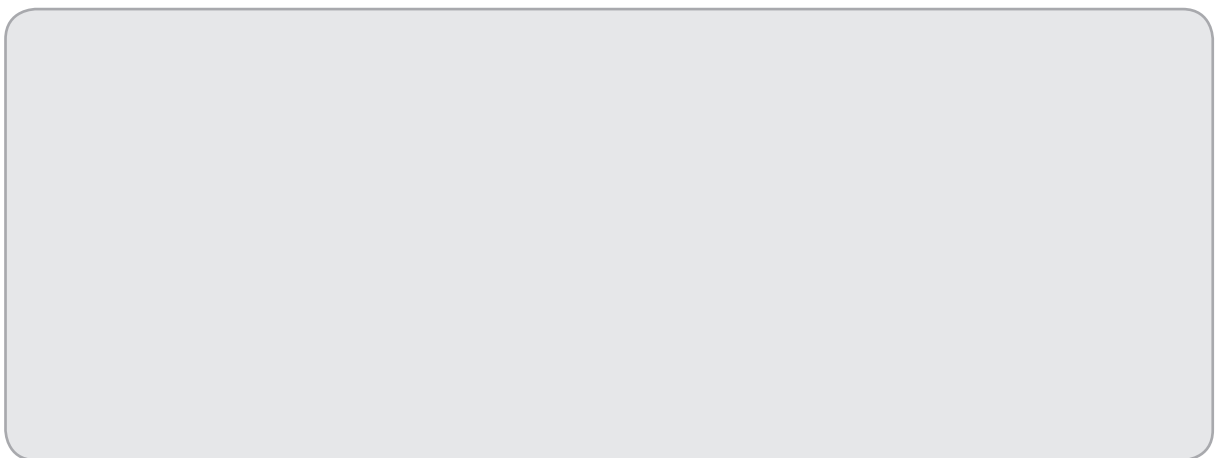
7. List several logos you don't like.

Try to go into detail concerning the qualities of these logotypes you find disadvantageous, and the possible reasons.



8. Characterize the mood and the associations you would like your new logo to convey.

What is the impression you would like people to get when seeing your logo?



9. If possible, please indicate the expected budget of this project.

When you specify your budget then we can give a realistic project indication. JAM16 offers each project a realization opportunity, regardless of the size.

