

SUZANNA DUPEE

graphic + web design



logo questionnaire

1) First, articulate the message you want your logo to convey. Begin with words and phrases, then try writing a one-sentence image and mission statement to help focus your efforts. Does your business have a distinct personality-serious or lighthearted? What makes it unique in relation to your competition? What's the nature of your current target audience?

2) Make a list of your favorite fonts (or collect flyers, product labels, etc. with typefaces you really like.) This is a very important part of logo design!

3) Look at the logos of other businesses in your industry, or in related industries. Take note of what you like and don't like. Think about how you want to differentiate your logo from those of your competition. Do a google image search on "[your industry here] logos"

4) Keep your eyes peeled! Looking through magazines, books, even grocery shopping can be very helpful.