

Thank you for choosing KICK solutions to assist with the creation of your exciting new business image and logo. The following questionnaire has been carefully designed to gain insight into your design preferences and establish what sort of direction you would like to take with your branding. Please take the time to fill in the following with **as much detail as possible**. Doing so will enable us to refer to this information during the creation of your logo concepts, providing you with pleasing results. **If your form is returned with little or no information, we will not be able to proceed with your job.** Help us to help you!

### Select your INDUSTRY

- |   |   |   |   |
|---|---|---|---|
| <input type="checkbox"/> Accounting & Financial | <input type="checkbox"/> Computer                 | <input type="checkbox"/> Internet                 | <input type="checkbox"/> Spa & Massage    |
| <input type="checkbox"/> Agriculture            | <input type="checkbox"/> Construction             | <input type="checkbox"/> Landscaping              | <input type="checkbox"/> Sport            |
| <input type="checkbox"/> Animal & Pet           | <input type="checkbox"/> Cosmetics / Beauty / Spa | <input type="checkbox"/> Medical & Pharmaceutical | <input type="checkbox"/> Technology       |
| <input type="checkbox"/> Attorney & Law         | <input type="checkbox"/> Education                | <input type="checkbox"/> Photography              | <input type="checkbox"/> Travel & Hotel   |
| <input type="checkbox"/> Automotive             | <input type="checkbox"/> Entertainment & The Arts | <input type="checkbox"/> Physical Fitness         | <input type="checkbox"/> Wedding Services |
| <input type="checkbox"/> Bar & Nightclub        | <input type="checkbox"/> Environmental            | <input type="checkbox"/> Political                |   |
| <input type="checkbox"/> Business & Consulting  | <input type="checkbox"/> Fashion                  | <input type="checkbox"/> Real Estate & Mortgage   |   |
| <input type="checkbox"/> Childcare              | <input type="checkbox"/> Food & Drink             | <input type="checkbox"/> Religious                |   |
| <input type="checkbox"/> Cleaning & Maintenance | <input type="checkbox"/> Games & Recreational     | <input type="checkbox"/> Restaurant               |   |
| <input type="checkbox"/> Communication          | <input type="checkbox"/> Home Furnishing          | <input type="checkbox"/> Retail                   |   |
| <input type="checkbox"/> Community & Non-Profit | <input type="checkbox"/> Industrial               | <input type="checkbox"/> Security                 |   |

Other (please advise) .....

What is the exact NAME of your business that will be used in your logo design? E.g. KICK solutions

.....  
.....

Are you interested in using ABBREVIATIONS in your logo? E.g. KICK solutions

YES       NO      specify .....

Do you have an EXISTING logo? If so, do you wish to retain any parts/elements of this?

YES       NO      specify .....

.....  
.....

Describe what your organization or product DOES

E.g. We provide a design, print and signage service to other businesses and the general public

.....  
.....  
.....

Who is your target market/DEMOGRAPHIC? (age, education, income, sex, social status etc) .....

.....  
.....  
.....

Who do you consider to be your COMPETITORS & what sets you apart from them? .....

.....  
.....  
.....

## The use of COLOUR in logos

Colours can reflect your brand values and the services you provide. Common connotations are listed with each colour.

Which of these colours APPEAL to you? .....

Do you DISLIKE any colours? .....

Are there any colours you are already USING? .....

<i>Blues</i>	<i>Reds</i>	<i>Blacks</i>	<i>Greens</i>	<i>Browns</i>
TRUST INTELLIGENCE PEACE FREEDOM STABILITY CLEANLINESS POWER	STRENGTH EXCITEMENT ENERGY SALE PASSION ANGER HUNGER	BOLD RICH POWER MYSTERY ELEGANCE AUTHORITY STRENGTH	SOOTHING ECO-FRIENDLY NATURAL ENVY FRESH BALANCE RESTFUL	PRACTICAL COMFORT RELIABLE WHOLESOME FRIENDLY DURABLE APPROACHABLE
<i>Yellows</i>	<i>Oranges</i>	<i>Pinks</i>	<i>Purples</i>	<i>Greys</i>
CHEER CONFIDENT YOUNG FRESH LOGICAL ENERGY OPTIMISM	SOCIAL INVITING AFFORDABLE SUCCESS RETRO YOUTHFUL HAPPINESS	TENDERNESS SENSITIVE COMPASSION EMOTIONAL SYMPATHETIC LOVE SEXUALITY	ROYAL MYSTERIOUS VANITY LUXURY CHILDISH CREATIVE INVENTIVE	INTELLECT CLASSIC PROFESSIONAL DIGNIFIED CONTEMPORARY SLEEK MATURE

<i>White</i>	<p>White is often present somewhere in logos or is the background on which is displayed</p> <p>LIGHT GOODNESS INNOCENCE PURITY COOLNESS CLEANLINESS STERILITY PERFECTION</p>
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## What VALUES should your logo communicate?

- |                                    |                                     |                                  |                                  |
|------------------------------------|-------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> Feminine  | <input type="checkbox"/> Luxury     | <input type="checkbox"/> Playful | <input type="checkbox"/> Simple  |
| <input type="checkbox"/> Masculine | <input type="checkbox"/> Economical | <input type="checkbox"/> Serious | <input type="checkbox"/> Complex |
| <input type="checkbox"/> Youth     | <input type="checkbox"/> Modern     | <input type="checkbox"/> Loud    | <input type="checkbox"/> Subtle  |
| <input type="checkbox"/> Maturity  | <input type="checkbox"/> Classic    | <input type="checkbox"/> Quiet   | <input type="checkbox"/> Obvious |

## pick the top 3 ways you would like your company CONVEYED

(dependable, traditional, established, edgy, strong, enthusiastic, unique, high-tech, integrity, fun, serious, upscale, original) etc

1. .... 2. .... 3. ....

## List 3-5 logos you LIKE and why (supply names/website)

1. ....	why? .....
2. ....	why? .....
3. ....	why? .....
4. ....	why? .....
5. ....	why? .....

## List 3-5 logos you DISLIKE and why (supply names/website)

1. ....	why? .....
2. ....	why? .....
3. ....	why? .....
4. ....	why? .....
5. ....	why? .....

## So, what makes a GOOD logo?

Sometimes it can be tempting to try and incorporate too many factors into your brand identity... have a look at the well-known logos below. Even on a small scale or in one colour they are clear and recognisable. Logos also don't need show exactly what your company does - Apple's logo isn't a computer! Feel free to SKETCH any rough ideas you may have on the backs of these pages.

