



Logo Guide

How to get started on
your Logo design Journey

www.frolicdesign.ca



WELCOME

We created this guide to better understand the heart of your business. We want to know what motivated you to start, why you keep going and how you do it.

This questionnaire will guide you through a series of questions that will remind you of your purpose and why you started in the first place. It will help to determine where you are on your path to your goals, and most importantly it will inspire you to keep going.

It is through answering these questions that we'll know exactly how we can help you get started with developing your new logo.

◇ Take time before answering each question.

Background Information

Help us get to know you.

Why did you start your business? (your why)

Why did you choose this industry?

What are you doing? (your what)

Goals

Tell us what you want.

What changes do you want to make in the world?

What problem are you hoping to solve?

Demographics

Let us know who you serve.

Name/Age/Location

Religion/Spirituality

Travel/Lifestyle

Gender

Political affiliation

Where they shop

Profession/Skills

Family/Marital status

Favourite brands

Income

Hobbies

Using the above as inspiration, let us know about your audience.

Psychographics

Let us know how they feel.

Their 'why' or passion in life

Biggest desire

How they feel about themselves?

Top 3 core values

What they've tried before

Strongest beliefs

Biggest fear

Using the above as inspiration, give us some more insight.

How do you leave your clients/customers feeling?

What need of theirs are you fulfilling?

Your products or services

Help us understand your purpose.

Describe features of the product or service.

Where is your product/service seen or used?

List your top three business values and rank them in order of importance.

What benefits are you bringing to the table?

Competition

Give us some context.

Tell us about the competitive landscape
(price, service, value, branding & perceptions, industry trends)



NEXT STEP

You're one step closer to having a professional logo!

*Email the completed guide to sarah@frolicdesign.ca
and we'll be in touch with an estimate and to book an
initial consult.*