



Tuxedo Ranch FreshIdentity

This questionnaire will establish the design criteria and direction for your organization's new visual identity. This is a crucial step in determining the visual presentation of a unique brand.

Please answer the following questions regarding your organization, current logo (if applicable) and desired direction so that we can get to know how it should be represented visually. Your answers will help us design a visual identity for your organization that reflects your business/mission and helps it to succeed.

General Overview:

1. What is the name of your organization and what is the story behind the name?
2. When was your organization founded?
3. What type of services/products does your organization provide?
4. What key factors differentiate you from your competition?
5. What is your target market? (Age/Gender/Geographical location)
6. When someone describes your organization, what adjectives would you like them to use?

Current Logo/Identity (if applicable):

1. What do you like and dislike about your current logo/identity?
2. Would you like to retain the current color scheme and/or tagline?

Continued



New Logo/Identity Development:

1. What textual information needs to be in the logo (taglines, etc.)?
2. Primary placement/use(s) for logo or visual identity? (i.e. print, web, outdoor advertising, etc.)
3. Two to three colors that could fit your organization's personality?
4. Two to three colors that would NOT fit your organization?
5. Is there specific imagery that you would like to represent your organization?
6. If there are specific logos you like, please attach pictures/web addresses and explain what you like about them.

Additional Comments & Notes:

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