



MERGE MEDIA LOGO QUESTIONNAIRE

In order for us to ascertain a general overview and provide the best possible logo and branding for your business, please answer the questions below with as much detail as you can.

Contact Name:

Business Name:

Email Address:

Phone Number:

1. What is the name of your business – how would you like it to appear on your logo?

2. Do you have a business tagline? What is it? Do you want it to appear with your logo on all of your marketing materials?

3. What are your main services or products?

4. If you are not a start-up business, what are the reasons you want a new logo? (it's dated, no longer reflects the business, new product etc)

5. Who are your main competitors and how do you differ from them?

6. What do you like or dislike about your competitors branding?

7. Do you have a colour scheme in mind? If so, what colours are they?

8. Are there any particular fonts you would like to use?
9. Do you have a specific idea or imagery in mind for your logo? If so, please detail below and email examples to info@mergemedia.co.nz
10. What words should describe your logo? E.g. Modern, vintage, corporate, handwritten, minimal
11. What message or emotion do you want your logo to portray? E.g natural, relaxing, exciting, energetic, fast
12. Where will your logo be used? Vehicle signage, business cards, website
13. Would you like us to quote on any other marketing materials – please check relevant fields.

Business Cards Website	Flyer/Brochure Social Media Page	Posters Letterheads
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- 14: Will you require full brand manual (all logos are provided as vector and PDF files with Pantone colours, Hex Codes and fonts listed as standard). Yes No

When do you need your logo to be completed by?

What is your budget?

Thank you! Please save and submit the form below.