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Logo Design Questionnaires

1. What exact words (name of your company) should appear in your logo.
   (company/organization)
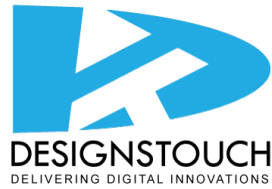
Wisconsin Supplier Diversity Program

2. Company mission statement: This is a sentence or two that explains your company's goals.
   It should also weave in some information about what your organization is and why it exists.

The WI Supplier Diversity Program certifies MBE, WBE and DVB businesses to provide a better opportunity for them to do business with the state of Wisconsin.

3. What is your business domain? Company Business (Can you describe your business? product/service) Benefit of your product/service: Does it save your customers money? Does it help them increase ROI? Think about how exactly you're helping your target audience.

Certification gives historically disadvantaged businesses an opportunity to contract with the state thereby improving their economic outlook.

4. Brand Attributes: How does your brand's image fall between these opposing characteristics? How does your brand's image fall between these different characteristics?

   a. Masculine/Feminine: **Neutral**
   b. Simple/Intricate: **Neutral**
   c. Grey/Colorful: **Colorful**
   d. Conservative/Extravagant: **75% Conservative**
   e. Approachable/Authoritative: **75% Authoritative**
   f. Necessity/Luxury**: Necessity**
   g. Fun/Serious: **Serious**

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    h.   Professional/Casual: **Professional**

    i.   Modern/Classic: **Neutral**

    j.   Sporty/Elegant: **75% Elegant**

    k.   Extreme/Safe: **Safe**

5.   What services or products do you provide?
Certification of businesses, advocate for businesses with state system, diverse spend data collection.

6.   Do you have a tagline or slogan? **No.**

7.   Do you want your logo to represent something or some idea? **The logo should represent legitimate certification that business owners can be proud of and others will respect.**

8.   Need some specific symbols? Images? Or Object to be included in your logo? (please explain)

No symbols or images are required. Considerations should be given to the state of Wisconsin seal and DOA logo though.

Target audience

1. Who is the primary target audience?

State of WI certified businesses, their customers and business associates.

2. What is the target audience's age group?

Unsure, but I'd say adults aged 30 and above.

3. Are they mainly male or female?

Diverse genders.

4. Where do most of your audience live?
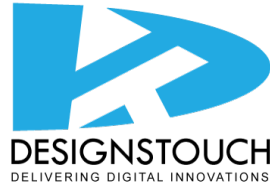
Wisconsin.

Color Preference

1. What colors represent your brand?

None decided, but brown, blue and black are interesting.

2. What colors would you not like to see?

No pink, green or rainbows.

3. What words would you use to describe your brand's image?

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Sophisticated and elegant.

4. What words would you not want used to describe your brand's image?

Cheesy. Not serious. Funny.

5. What attributes and emotions do you want to be associated with your brand?

Pride and respect.

Abstract Values

To answer the following questions, use your imagination to think of your brand in unique situations.

1. How would you describe your brand to a friend?

The Supplier Diversity Brand shows a business credentials as a state of WI diverse supplier.

2. How would you describe its style?

The brand looks authoritative with a modern edge.

3. What other brands would be their friends?

4. Where would your brand hang out?

On certificates, webpages and correspondence.

5. Age? Gender?

Middle-aged and Male, i.e. not effeminate.

6. What actor/actress would be perfect for playing your brand? Why?

Denzel Washington or George Clooney handsome, talented and well respected in their industry.

7. What kind of car would your brand be?

Porsche.

8. What animal would represent your brand?

Lion – king of the jungle.

Font Preference

What style of font do you feel best represents your brand? <mark>**San Serif**</mark>

Serif

Serif - A serif font has finishing strokes projecting from the ends of the characters.

Slab Serif

Slab Serif - A slab serif font has large block-like finishing strokes.

Sans Serif

Sans Serif – A sans serif font is clean and stark with no finishing strokes.

Script

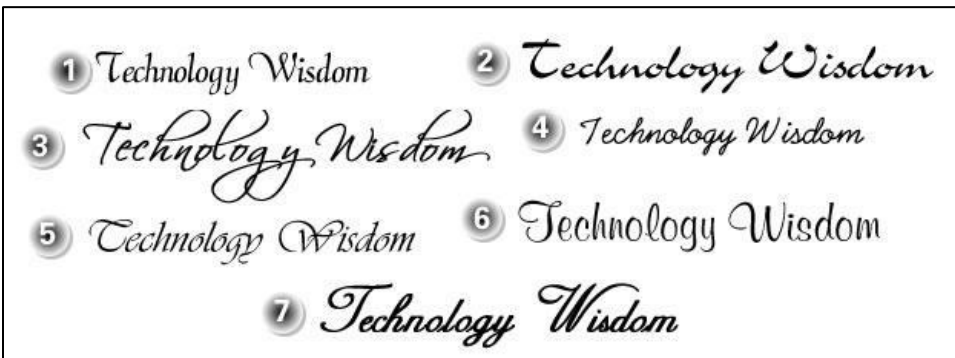Script - A script font immitates handwriting and can be formal or casual.

Blackletter

Blackletter - A blackletter font is a heavy and reminiscent of European hand lettering.
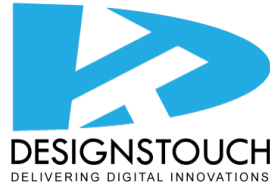
1. Normal/ Corporate Fonts

2. Cursive Fonts

3. Stylish Fonts with Effects

4.

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① Technology Wisdom

② technology wisdom

③ Technology Wisdom

④ Technology Wisdom

⑤ Technology Wisdom

⑥ Technology Wisdom

⑦ TECHNOLOGY WISDOM

Please Specify font names/style or URL/ images of the fonts that you like

1-1, 1-3, 1-5 and 3-5.

Logo Style

The following questions will help you narrow down your visual preferences.

Pictorial Mark

This mark includes literal or representative imagery to symbolize your brand.

TRAVELERS∫   ROLEX   LIBRARY OF CONGRESS   NERD-1-1 IT CONSULTANTS

Abstract Mark

This format includes abstract shapes and symbols that convey a specific idea or attribute. These types of logos are unique and identifiable, often without the company name.

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Emblem or Enclosure

It features the name or initials of the company, usually as part of a pictorial element or shape.

Comments:

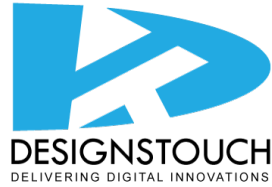Which one of these logo styles do you feel best represents your brand?

BMW, Grillcuts, Library of Congress, Rolex

Web 2.0

Common elements typically include vibrant colors, a subtle 3D feel, bold type, color transitions, shadows, gloss, and reflection.

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Contemporary

Common elements include fresh colors, stylized imagery, and clean type.
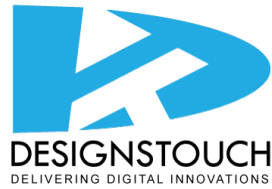

Classic

Common elements include timeless colors, literal imagery, and traditional type.

Detailed/Stylized

Common elements include detail, textures, flowing lines, and distinctive types.

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Complex illustration

These include a hand-drawn feel depicting a scene or character.

Remember: There's no need to rush through answering all of these questions! Your responses will ultimately determine your brand's positioning, so this exercise should take you some time.

We know that a branding project is a lot of work. Hopefully, this brand and logo questionnaire helps you avoid an existential crisis. If you have any questions or need help discovering your brand, let us know! We're happy to help guide you in the right direction.

Comments/ Instructions:

Please add a reference URL or images of the Logos you are inspired with, and you like.