

Logo Development Questionnaire:



Help us get a jump start with your Logo Design by filling out the following questionnaire. These questions will help us to understand your needs and enable us to give you a professional, cost-effective logo design. Once you have finished entering your information, email the questionnaire to our creative department. It's recommended to print or save a copy for future reference.

What is the main purpose of your capital stewardship campaign?

- Relocation
- New Children's Building
- New Worship Center
- Debt Retirement

Please write the exact theme as you would like to appear in your logo.

Pick a theme with a short title with strong verbs (*ie: Rise Up and Build*). Long-winded themes are confusing and problematic (*ie: Rise Up and Build, So We Can Reach the Children of Tomorrow*).

Is there a subtheme or verse reference that you would like included in the logo?

Only list a verse reference rather than the entire scripture.

Do you have specific images or icons that you wish or do not wish to be in your logo?

Cross, Tree, Rendering, City, etc. Any image that you would like to associate with the theme.

Do you have any color preferences or any existing colors you want in your logo?

Do you have certain text (font) preferences you would like us to use in your logo?

A

Serif

A

Slab Serif

A

Sans Serif

A

Script

Do you want your logo to include text only, text and graphic, or graphic only?

Is there a certain look that you like (include the website's URL)?

Do any existing logos appeal to you & why? If so, please provide a URL to a picture of each logo.

Please supply a brief description of the style you have in mind and any other information that would be useful.