



Beehive Design Services Questionnaire:

1. What is your company's primary product or service? Please provide a website link if applicable.

2. How does your company's product or service stand out in the marketplace?

3. Do you have a current logo/identity? If so please provide samples.

4. What goals do you want to achieve with a new logo/identity?

5. What will the primary applications be for the new logo/identity?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> website | <input type="checkbox"/> e-newsletter |
| <input type="checkbox"/> packaging | <input type="checkbox"/> postcards |
| <input type="checkbox"/> stationery | <input type="checkbox"/> hangtags |
| <input type="checkbox"/> b/w advertising | <input type="checkbox"/> brochures |
| <input type="checkbox"/> color advertising | |

6. Do you prefer san-serif typefaces (**example**) or serif (**example**) typefaces?

7. Any colors you would like to see incorporated? Why?

8. Any colors you would NOT like to see incorporated?

9. List any images or symbols that might be appropriate to include.

10. What should your new logo/identity SAY about your company?
