**CEDC Logo Evaluation Questionnaire**

**Fill this evaluation our with as much detail as possible and email it to:** [**info@cedc.org**](mailto:info@cedc.org?subject=Logo%20Evaluation)

1. Describe the services your organization/business provides? Mission statement?
2. Who is your target audience – who are you marketing too? Age, gender, race, interests?
3. What adjectives or short descriptions would you use to describe your organization/business? (Ex. Cutting edge, meeting the needs, making a difference, etc)
4. What are the words most often used to describe your organization/business by your clients? (Ex. Reliable, honest, service oriented)
5. What images come to mind when you think of your organization/business?
6. What impression do you want others to have about your organization/business when they see your logo? (Ex. strong, capable, etc)
7. What colors do you associate with your organization? Are their colors that you like/dislike?
8. Are there any specific ideas you have for your logo that you want to try? (describe below or sketch and email)

1. Do you have a tagline for your organization/business? (ex. Nike “just do it”, )
2. Find examples of logos you **like** and **dislike**, as well as logos of your direct competition. These are not to “copy” from, but to give the designer a better sense of what the organization is looking for, and will usually jump start the process.

**Logo, icon

Description automatically generated**