

1) What does your business/product do?

2) Is this a new logo or why are you changing/updating your logo?

3) What problem do you solve for your customers?

4) Who is your target audience?

5) Who are your 3 main competitors?

What do you like about their presence? What do you dislike about their brand identity?

6) Share 8 adjective or words that best describe your company.

7) What is your tag line or slogan?