

Zimmer Radio Inc. Logo Design Questionnaire

Please answer these questions thoughtfully, as they will help you communicate to us what you would like in your new logo design. If you have any questions, please do not hesitate to call us.

Company/organization name as you would like to appear in your logo:

What is your tagline or slogan, and should it appear in your logo?

Please describe your company. (What type of products/services do you provide? To whom? Where do you sell (local, regional, global)? What sets your company apart from the competition. Please feel free to elaborate)

Are there any colors you want to see in your new logo?

Are there any colors you'd prefer not to see used?

Do you have any ideas for the style of text (font) in your logo? (e.g. script, bold, light, handwritten, custom lettering, elegant, etc.)

Is there anything specific that **MUST** be included in your logo (aside from company name)? (for instance, "my logo must incorporate an image of a star")

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Is there anything specific that MUST NOT be included in your logo? (for instance “i don’t want anything yellow and i don’t want any illustrations of dancers”)

Competition/similar businesses - should we consider those? This can help us make your logo stand out from theirs as well as make us aware of any particular industry norms. Website addresses are fine.

Do you have any preconceived ideas about the design of your logo?