

MIDNIGHT BOHEME



# LOGO DESIGN QUESTIONNAIRE

dream. desire. design.



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# boutique creative

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A digital design  
company bringing  
your vision to life.

Midnight Boheme is a boutique creative graphic design company specializing in print and digital marketing designs for local businesses and event venues in New Orleans.

With an unbridled enthusiasm for all things New Orleans, Midnight Boheme is proud to contribute to its culture with projects inspired by the rich heritage and diverse nature of this city.

Midnight Boheme operates as a solopreneur in a private Uptown studio office with state-of-the-art resources.

**Laura Kuhn**  
Owner / Operator



# the design process

Discovering the creation procedure of customized logo design.

## 1. PROJECT INQUIRY • CREATIVE BRIEF • DEPOSIT



Arrange a consultation in person or telecom. Define the project by completing this Logo Design Questionnaire. Generate and gather ideas by looking at other examples in the same field. Submit design details and visual references via the online form. Submit a non-refundable retainer to the designer as the design process begins.

## 2. ANALYSIS & RESEARCH

The designer will review your Logo Design Questionnaire and analyze all the materials submitted. Creation of a custom designed logo, brand identity elements such as textures, fonts, stylized photography, and a color palette will be included in a Brand Styling Guide to ensure continuity and visual themes throughout the design process.



## 3. DESIGN & DEVELOP



Using state-of-the-art software such as Photoshop and other Adobe Creative Cloud programs, the designer fashions the visual collateral for your project. With extensive collections of commercial fonts, hi-res photography sources, and other professional graphic arts, the designer designs and develops your project in a timely manner.

## 4. PRESENTATION & REVIEW

This is the client's opportunity to review all the content and make notes of changes, edits, omissions, additions, etc. The designer will revisit the design and apply all changes required. This process may be repeated until all factors are complete. Most projects are allowed up to three revisions without additional charges.



## 5. PUBLISH, PRINT & POST



Upon completion, the designer resubmits the artwork for a final art approval. Once approved, the final invoice is submitted, deducting the deposit. When the final payment is received, the client's hi-res, print-ready files are uploaded to a private Google Drive folder for the client to access. Once downloaded, the client may publish, print and post!



# Logo Design Questionnaire

## BACKGROUND INFORMATION

What is your name?

What is your phone number?

What is your email address?

What is your Skype ID? (Optional)

What is your address? (Optional)

## PROJECT DETAILS

What name do you want in your logo?

Would you like a slogan or tagline in your logo?

What industry is your business in?

Tell us about your business? What do you do? Who are your customers?

Do you have an existing website?

Yes  No

Competitors and similar business (Optional)



### WHAT LOGO STYLE YOU WANT?

Double click the check box » select checked



Just Fonts



Font + Meaning



Handmade



Font in shape



Initials



Abstract Symbol



Silhouette symbol



Geometric symbol



Illustrative symbol



Hipster / Vintage



Seal and crest



Mascot



### HOW DO YOU PLAN TO USE YOUR LOGO?

- Web (Website, banner ads, email marketing)
- Print (Business cards, letterhead, stationery)
- Clothing (T-Shirts, hats, embroidery)
- Other

### WHAT IS YOUR COLOR PREFERENCE?

Are there any specific colours you'd like us to use in your logo design? Type it in or use our colour selector below.

**OR** Select from below:

Colors shown are for generalized style preview only; please download Color Thesaurus from [www.midnightboheme.com](http://www.midnightboheme.com).

- |   |  |
|---|--|
| <input type="checkbox"/>  Red: <i>Passion, Anger, Love, Confidence</i>       | <input type="checkbox"/>  White: <i>Peace, Balance, Purity, Simplicity</i>    |
| <input type="checkbox"/>  Orange: <i>Youthfulness, Cheer, Warmth,</i>       | <input type="checkbox"/>  Grey: <i>Neutral, Sophistication, Wisdom</i>       |
| <input type="checkbox"/>  Yellow: <i>Sunshine, Happiness, Energy</i>       | <input type="checkbox"/>  Black: <i>Modern, Power, Mystery</i>              |
| <input type="checkbox"/>  Green: <i>Nature, Balance, Cleanliness</i>       | <input type="checkbox"/>  Brown: <i>Earth, Stability, Tradition, Nature</i> |
| <input type="checkbox"/>  Blue: <i>Water, Tranquillity, Trust, Power</i>   | <input type="checkbox"/>  Pink: <i>Love, Romance, Feminine</i>              |
| <input type="checkbox"/>  Purple: <i>Nobility, Power, Elegance, Wisdom</i> | <input type="checkbox"/>  Turquoise: <i>Compassion, Healing</i>             |

### WHAT FONT STYLE YOU WANT?

Fonts shown are for generalized style preview only; these are not the fonts that will be used.

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> <b>Serif</b>      | <input type="checkbox"/> <b>TECHNO</b>      | <input type="checkbox"/> <b>Decorative</b> |
| <input type="checkbox"/> <b>Sans Serif</b> | <input type="checkbox"/> <b>RETRO</b>       | <input type="checkbox"/> <b>GRUNGE</b>     |
| <input type="checkbox"/> <i>Script</i>     | <input type="checkbox"/> <i>Handwritten</i> | <input type="checkbox"/> <i>Brush</i>      |
| <input type="checkbox"/> <b>TYPED</b>      | <input type="checkbox"/> <b>Medieval</b>    | <input type="checkbox"/> <b>WESTERN</b>    |

Any other specific style. Please specify here.



WHAT LOOK AND FEEL YOU WANT?



Royal/Sophisticated



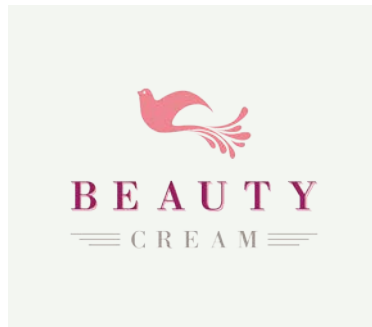
Minimal



Fun



Corporate



Feminine



Masculine



Artistic



Web 2.0



Traditional

IS THERE ANYTHING ELSE YOU'D WANT TO ADD?

Please use this section for any additional comments you would like to make on the design of your new logo.

Empty text box for additional comments.

**Do you have any files, images, sketches or other documents that might be helpful to our designer? Please send us.**

Thank you for taking the time to fill this questionnaire. Please submit this questionnaire to [laura@midnightboheme.com](mailto:laura@midnightboheme.com).

# CONTACT

## MIDNIGHT BOHEME

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