



**PLAN 9  
DESIGN**

## Logo Survey

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- Who is your prospect/ target market? What are their values and tastes?
- What is your most important benefit to the consumer?
- Whom are considered your company's closest competitors, what do you have that they don't?
- How do you wish your company to be perceived?
- If your company had a personality or tone of voice, what would it be?
- What is the price classification of your product/service/facility? (Economy, Median, Luxury, etc.)
- What message or impression would you like the logo to convey?