1. What name do you wish to use in your logo design? (Please ensure you have registered any associated domain names).
   Flunky

2. What specific tagline do you wish to see in your logo design (if any)?
   T-shirts

3. Do we have free reign to use upper and lower case characters where appropriate?
   Yes

4. What is your business sector?
   Clothing

5. What kind of products and / or services do you provide?
   Custom print and pre-designed T-shirts

6. Where do you intend to apply your logo?
   Clothing label, website, promo material

7. Who is your target market?
   12-40 year olds
8. What kind of feel would you like your logo to project? i.e. Corporate, classy, fun.

Off-the-wall, wacky and fun

9. Which of the following logo styles do you prefer?

- Icon above text
- Icon at side of text
- Icon & text incorporated

10. Which of the following font styles do you prefer?

- Serif
- Sans Serif
- Script
- Block
- Decorative
- Heavy Script
11. Are there any specific elements (pictures for example) you’d like to see in your design?

An upbeat image of a t-shirt which screams ‘look at me!’

12. Are there any specific elements you do not want to see in your design?

Anything other than a t-shirt.

13. What are your preferred colors?

All colours are welcomed which appeal to both genders

14. Which colors do you dislike (if any)?

None

15. How many colors would you like to use in your design?

As many as necessary, but no gradients please

16. Please mention any specific existing logo styles which you favour

NBC

Apple (old multicolour logo)

Pizza Hut (brush style)
Is there any additional information you’d like to add which would help?

We’d like the t-shirt to really stand out. It can either be separate or incorporated into the text. Either way, we’d like to be able to use the image as a standalone for applications such as social media.