

BRIEF - Brand/Logo design

We just need a few details from you before we can kick our creative brains into gear. It is important that you answer these questions as honestly and accurately as possible, ensuring we end up with the best possible result. Your logo is often your companies one chance at a first impression, done correctly, it can express your companies ideals, philosophies, services and attitude all in a few words, marks or symbols.

Please write the exact name as you would like to appear in your logo.

Tagline or slogan (if necessary)

What products or services do your business provide?

Who are your main competitors? Please list their websites if possible.

What differentiates you from your competitors?

What words do you want your audience to associate with your company?

Current web address
(if available)

Do you have specific images or icons that you wish or do not wish to be in your logo?

Do you have any colour preferences or any existing colours you want in your logo?

What is the overall message you want to convey to your target audience?

Do any existing logos appeal to you & why?
If so, please provide a link to a picture of each logo.

Will you be requiring corporate stationery, rollerbanners, leaflets, brochures or other design services in the future?

Please tick any works you feel are relevant

- | | | |
|--|---------------------------------------|---|
| <input type="checkbox"/> Feminine | <input type="checkbox"/> Progressive | <input type="checkbox"/> Sympathetic |
| <input type="checkbox"/> Young | <input type="checkbox"/> Romantic | <input type="checkbox"/> Virtuous |
| <input type="checkbox"/> Luxury | <input type="checkbox"/> Spiritual | <input type="checkbox"/> Beautiful |
| <input type="checkbox"/> Modern | <input type="checkbox"/> Trustworthy | <input type="checkbox"/> Competitive |
| <input type="checkbox"/> Playful | <input type="checkbox"/> Aggressive | <input type="checkbox"/> Flamboyant |
| <input type="checkbox"/> Loud | <input type="checkbox"/> Competitive | <input type="checkbox"/> Homestyle |
| <input type="checkbox"/> Simple | <input type="checkbox"/> Excellent | <input type="checkbox"/> Leader-like |
| <input type="checkbox"/> Subtle | <input type="checkbox"/> Fun | <input type="checkbox"/> Nostalgic |
| <input type="checkbox"/> Masculine | <input type="checkbox"/> Innovative | <input type="checkbox"/> Practical |
| <input type="checkbox"/> Mature | <input type="checkbox"/> Eco-friendly | <input type="checkbox"/> Romantic |
| <input type="checkbox"/> Economical | <input type="checkbox"/> Corporate | <input type="checkbox"/> Sparkling |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Optimistic | <input type="checkbox"/> Tangy |
| <input type="checkbox"/> Serious | <input type="checkbox"/> Protective | <input type="checkbox"/> Wholesome |
| <input type="checkbox"/> Quiet | <input type="checkbox"/> Safe | <input type="checkbox"/> Bright |
| <input type="checkbox"/> Complex | <input type="checkbox"/> Strong | <input type="checkbox"/> Co-operative |
| <input type="checkbox"/> Obvious | <input type="checkbox"/> Timely | <input type="checkbox"/> Flirtatious |
| <input type="checkbox"/> Adventurous | <input type="checkbox"/> Brilliant | <input type="checkbox"/> Humorous |
| <input type="checkbox"/> Cheerful | <input type="checkbox"/> Confident | <input type="checkbox"/> Macho |
| <input type="checkbox"/> Dependable | <input type="checkbox"/> Exciting | <input type="checkbox"/> Green/Eco |
| <input type="checkbox"/> First-class | <input type="checkbox"/> Happy | <input type="checkbox"/> Passionate |
| <input type="checkbox"/> Helpful | <input type="checkbox"/> Insightful | <input type="checkbox"/> Protective |
| <input type="checkbox"/> Intense | <input type="checkbox"/> Persistent | <input type="checkbox"/> Scientific |
| <input type="checkbox"/> Prestigious | <input type="checkbox"/> Quality | <input type="checkbox"/> Steady |
| <input type="checkbox"/> Respectful | <input type="checkbox"/> Skillful | <input type="checkbox"/> Technical |
| <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Successful | <input type="checkbox"/> Woodsy |
| <input type="checkbox"/> Thrilling | <input type="checkbox"/> Tranquil | <input type="checkbox"/> Business-like |
| <input type="checkbox"/> Trendy | <input type="checkbox"/> Assertive | <input type="checkbox"/> Creative |
| <input type="checkbox"/> Ageless | <input type="checkbox"/> Classic | <input type="checkbox"/> Futuristic |
| <input type="checkbox"/> Competent | <input type="checkbox"/> Energetic | <input type="checkbox"/> Intellectual |
| <input type="checkbox"/> Devoted | <input type="checkbox"/> Healthy | <input type="checkbox"/> Mysterious |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Joyful | <input type="checkbox"/> Patriotic |
| <input type="checkbox"/> Honest | <input type="checkbox"/> No-nonsense | <input type="checkbox"/> Subtle |
| <input type="checkbox"/> Likable | <input type="checkbox"/> Powerful | <input type="checkbox"/> Striking |
| <input type="checkbox"/> Timeless | <input type="checkbox"/> Rare | <input type="checkbox"/> Youth-oriented |
| | <input type="checkbox"/> Sentimental | |

Thankyou for your time :-)

Name and contact number: