

**GENERAL INFORMATION**

First &amp; Last Name

Email

Company/Business Name

Website

**ADDRESS**

Street Address

City

ZIP/Postal Code

Phone

Address Line 2

State/Province/Region

Country

Fax

**COMPANY ADDRESS** *(if different from above)*

Street Address

City

ZIP/Postal Code

Phone

Address Line 2

State/Province/Region

Country

Fax

**GENERAL PROJECT INFORMATION**

Budget

Project Completion Date

**LOGO & BRAND INFORMATION**

Logo Wording

Tag Line *(Optional)*Do you need a Tag Line?  yes  no  not sure, but I would like some more info

Describe what your business is all about

Keywords &amp; Descriptive Phrases

How would you like to be perceived by the public?

**LOGO & BRAND INFORMATION** *Continued*

Target Audience

What is your unique differentiator?

List your (direct or indirect) competitors

**TECHNICAL & PRACTICAL DETAILS**Logo Colour Style *Please check all that apply*

- Full Colour    Two Colour    Single Colour    Black & White

Logo Style Type *Optional*

- Combination Logo

*Logos with both text and a symbol/icon that conveys the brand image that you wish to create for your company or organization. Example: McDonalds, Starbucks and Versace*

- Symbol/Icon

*Purely graphic in nature these logos convey the company's brand through use of an image.  
Example: Apple*

**TECHNICAL & PRACTICAL DETAILS** *Continued***■** Typographic Logo

*Are wordart or text based logos which tend to be clean, clear and simple in their overall look and feel.*

*Example: FedEx*

**■** Monogram

*This type of logo uses a company's name in the form of their initials in the design. The use of this type of graphic actually dates back the furthest to ancient times most often used by painters and royalty.*

*Example: Louis Vuitton.*

How will you be using your logo? *(i.e. print, web, video)*

**OPTIONAL INFORMATION**

List the logo designs that inspire you

Colour Preferences & Additional Information

*Thank you for completing our Logo & Brand Identity Questionnaire.  
An Account Director will be in touch with you within the next 24 -48 hours.*

*We look forward to speaking with you further!*

**SUBMIT FORM**