

Client Brief Form

LOGO DESIGN & BRANDING

THIS FORM IS DESIGNED TO STREAMLINE THE DESIGN PROCESS AND MAXIMISE IMPACT FOR YOUR BUSINESS. PLEASE TAKE THE TIME TO COMPLETE FIELDS RELEVANT AND RETURN VIA EMAIL PRIOR TO JOB COMMENCEMENT.

BUSINESS NAME _____

CONTACT PERSON _____

PHONE NUMBER _____ mobile _____

POSTAL ADDRESS _____

EMAIL ADDRESS _____

BUSINESS SUMMARY

WHAT YOUR BUSINESS DOES?

to determine what you represent

WHO IS THE TARGET MARKET?

type of people, industry, age, roles, locations, etc

WHO ARE YOUR COMPETITORS?

website URLs examples to competitor sites.

WHAT SETS YOU APART FROM YOUR COMPETITORS?

To identify your unique selling proposition.

e.g. price, location, service

MAIN AREA YOUR LOGO WILL BE USED?

website, business cards, signage, uniforms, brochures etc

DESIGN SPECIFICATIONS

COLOUR PREFERENCES?

BUSINESS TAGLINE/SLOGAN?

EXACT NAME OF BUSINESS?

YOUR VISION?

TIME REQUIREMENTS/ DEADLINES?

OTHER

any other info that will help us achieve your vision

EXTRA BUSINESS REQUIREMENTS - please tick below

Business Card Flyer Letterhead Social Media Branding Website

PLEASE INCLUDE WITH YOUR RETURN EMAIL ANY SKETCHES OR EXAMPLES OF WHAT YOU ENVISAGE.



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