

## LOGO BRIEFING FORM

NAME:	
ADDRESS:	
PHONE:	
DATE:	

## THANKS

For considering *creative fruition* for your new logo and branding requirements.

To make sure that we understand exactly what you need, what you hope to achieve and so we can provide you with the best possible outcome we've created a questionnaire for you to complete.

If you are unsure of how to answer a question please leave it blank and we'll discuss it with you in more detail.

You can fax this form to 08 9355 1444 or email it to us at [diann@creativefruition.com.au](mailto:diann@creativefruition.com.au)

**What is the full registered name of your business or product? - ie including a PTY LTD etc**

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**Do you have an existing logo and if so what don't you like about and / or why do you want to change it? And will there need to be a re-education for clients and staff put in place?**

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**Do you have a positioning statement that will be used with the logo?  
- ie Speedy Cars - 'We are the fastest in the west!'**

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**Describe your business including products/services:**

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**Who are your clients? (check all that apply)**

- Business to Business
- Professionals
- The Public
- College Graduates
- Targeted Group
- International Market
- Housewives
- Students
- Government
- Regional Market
- Upper Income
- Lower Income
- Other \_\_\_\_\_

**CONTINUED...**

**What kind of image do you want to project?**

- Corporate
- Professional
- Friendly
- High Tech
- Exclusive
- Fun
- Family Business
- Established
- Other \_\_\_\_\_

**What type of logo do you want? A Symbol/Graphic or a Logotype ie just text based?**

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**Are you prepared to have your name abbreviate to letters in the logo  
- ie National Bank of Australia = NAB?**

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**Do you have any other logos it will appear with?  
- ie a project, product, quality assurance, alliance or joint venture logo**

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**Are there any particular colours you see being used and why?**

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**Are there any other company logos that you like? and/or can you name 3 companies that would be your direct competitors?**

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**Would you like us to research what your competitors are doing out in the market place?**

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**Would you be looking to register your logo as a Trademark?**

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**CONTINUED...**

**What marketing products will your logo be used on?**

- Stationery
- Press Adverts
- Brochures / Flyers / Newsletters
- Website
- Products
- Packaging
- Clothing
- Other \_\_\_\_\_

**Do you require the logo artwork in specific file formats?**

- .eps
- .tif
- .ai
- .pdf
- .jpg
- .bmp
- .gif
- .psd
- other \_\_\_\_\_

**Will you require a style guide to insure consistent and correct use of your logo for internal use or by others?**

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**Will you require other brand elements beyond the your logo - ie Coke has its dynamic ribbon device / BHP Billiton used lines and gradients. These can be demonstrated on your stationery or flyer as part of the logo development.**

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**How long do you expect your logo to last for? Forever / couple of years etc?**

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**Is there are specific launch date that we need to be aware of?**

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**What have you budgeted for the site?**

Please answer this question as accurately and honestly as possible.

- \$1,000 - \$3,000
- \$3,000 - \$5,000
- \$5,000 - \$8,000
- \$8,000 - \$15,000
- \$15,000+

**MISC**

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