

Whilst you do not have to fill in all the information requested in this form, please be aware that the more you can give us to work with, the better the end result will likely be. Nobody knows your business better than you, and we need to tap into that knowledge for the best outcome!

Contact Details

Your name

Telephone Number

Email address

Tell us about your company

Company name

Do you have a company tagline or slogan?

What products or services do you sell?

How long has your company been in business?

How many employees work for your company?

Is there a unique story behind your business?

What are your company values?

Are there any inspiring visuals associated with your business? I.E - is your company a highly visual company, and so you have photographs/illustrations for your product/service?

Tell us about your competitors

Who are your competitors?

What makes you different to your competitors?

Tell us about your audience

Who is your audience?

What does your audience care about?

How does your audience access your service or buy your product?

Why should your audience choose you over the competition?

What would you like your audience to be saying about your company?

What brands or logos do you think appeal to your audience? (This doesn't have to be specific to your industry)

Just a little more...

If you have an existing logo you would like re-designed, please tell us:

- What elements (if any) from your previous logo would you like to retain?
- What is the reason for modifying or re-designing your logo?
- What do your customers recognize first when they see your logo?
- How old is your current logo?
- Why does your company use the colors, fonts, etc. that you have at the moment?

Your design preferences, likes/dislikes and expectations. This should include any colours, specific imagery, examples of logos you like/dislike.

What is your budget for this project?