

Logo Briefing Form

This form has been designed to make it easier for us to understand exactly what you are looking for and what you expect from us in return. It will help us to provide you with the best design solution. One that will suit your needs, budget and time frame.

All prices quoted are estimates only and will be confirmed and adjusted if required on commencement of the job. If the specifications of the job change after quoting, it will need to be requoted. Any changes made to the brief after quoting, will be charged at our hourly rate and will appear on our final invoice.

Please email the completed form to fran@quendadesigns.com.au or ring Fran Bolland on 0411 03 04 03 for further information.

Contact Name	Business Name
Email	
Landline	Mobile
Address	

Name of your business or product (+Pty Ltd): _____

Describe your business including products/services: _____

Do you have an existing logo? Yes No. If yes what are your reasons for wanting to change it?

Do you have a tagline that will be used with the logo? Yes No. If yes what is it? _____

Who is your target audience? _____

Who are your competitors? _____

What kind of image do you want to project? Corporate/Professional Friendly/Fun Traditional/Established

Other (describe) _____

Type of logo required? A Symbol/Graphic or a text based Logotype Will your business be known by it's initials? Yes No

Do you prefer certain colours for your logo? Yes No If Yes which colours _____

Are there colours you would prefer not to use? Yes No If Yes which colours _____

Please give examples of logos that you like? _____

Do you have any other logos it will appear with? eg. a project, product, alliance or joint venture logo Yes No

If yes what are they? _____

Will you need multiple forms of your logo, eg. a range of products that has the same logo but in different colour variations? Yes No

Do you need your logo to come in several different configurations, eg. Stacked (vertical), two lines and one line etc? Yes No

Apart from printing and website, what else will you logo be used on?, Products, Clothing etc. _____

Do you require that you logo be easily be reproduced to 1, 2 or 3 colours? Yes No If yes how many colours _____

Do you require a style guide to insure the correct use of your logo by staff or external suppliers? Yes No

Will you require other brand elements that will be associated with your logo? - eg. wavy lines, patterns, graphics etc? Yes No

Is there a specific deadline for the finalisation of your logo? Yes No. If yes - Date _____

What is the budget for your logo? Please be realistic, so we can determine whether we can design your logo within your budget.

- \$500 Includes 1-3 logo designs, 1 round of changes, colour variations, the final logo supplied as EPS, PDF, JPEG, PNG
- \$1000 Includes 5 logo designs, 3 round of changes, colour variations, the final logo supplied as EPS, PDF, JPEG, PNG
- \$1500 Includes 5-6 logo designs, 5 rounds of changes, colour variations, the final logo supplied as EPS, PDF, JPEG, PNG

If you already know exactly what you want for you logo or have a design which just needs drawing up on computer, then we can do that too. The price will depend on the complexity and thus how long it would take to create. Please contact us by email and send through a rough of the logo, so we can supply you with a quote.