



COLLECTIONS

by design

Design Briefing Document

Your full name:

Company name:

Account Number:

Email address:

Telephone number:

Please write the exact name as you would like it to appear in your logo:

What products and/or services do you provide?

Who is your target market?

Who are your main competitors? Please list their websites if possible.

What is your opinion of their logo? How do you want your logo to differ from theirs?

Do any existing logos appeal to you and, if so, why? If possible please provide a link to a picture of each logo:

Do you have a tagline and if so would you like to include this within your logo?

List any specific images or icons you would like included in your logo:

List any specific images or icons you would NOT like included in your logo:

Describe any other ideas or inspiration you have had regarding this project?

What is the design deadline?

Please describe what you would like to be included within your logo, i.e. text only, illustration, icon?

Where will your new logo be mainly used?

Print Website Other (please state below)

Do you have any colour preferences or any existing colours you would like incorporated into your logo?

Are there any colours you would like to avoid using?

Do you have an existing logo currently in place which you would like to evolve or to retain a common link?

What attributes of your business would you like to reflect or convey in your logo, eg, professionalism, class, edgy?

Out of the following font examples which do you feel best reflects your brand?

Logo **Design**
 Sans Serif

Logo Design
 Serif

Logo Design
 Script

Logo Design
 Slab serif

Logo Design
 Blackletter

Logo Design
 Monospace

Logo Design
 Handwritten

Logo Design
 Decorative

**BRONZE
PACKAGE:****SILVER
PACKAGE:****GOLD
PACKAGE:****£149.95****£199.95****£249.95**

Number of initial designs

4

4

5

Number of revisions

2

3

4

Business card template

✓

✓

✓

Stationery design:
Letterhead and
Compliment slip design

✓

✓

✓

MS Word letterhead
template

X

✓

✓

Mono version of logo

✓

✓

✓

Web version of logo

✓

✓

✓

Twitter, Facebook and
Linkedin Profile image of
your new logo

X

X

✓

PACKAGE REQUIRED
(please tick)**ON COMPLETION?**

On completion, the logo and artwork elements will be supplied on a USB stick. The stationery items will be supplied as print ready PDFs with crop marks and low resolution PDFs without crop marks. A Microsoft Word letterhead template will be supplied (depending on package chosen) along with the logo in various file formats including the original Adobe Illustrator vector .ai file, .eps, jpeg and .png.

LOOKING FOR SOMETHING BESPOKE?

Sometimes we are asked to fulfil design work not listed above. We are always more than happy to provide you with a no obligation quote. Please call to discuss.

ADDITIONAL AMENDS?

Additional amends over and above the quota detailed in the chosen package will be charged at an hourly rate of £30p/h

Summary of **THE DESIGN PROCESS**

1.

You - Choose package

2

You - Complete design brief

3.

Us - Research phase

4.

Us - Conceptual stage

5.

Us - Development of designs

6.

Us - Designs submitted to client

7.

You - Time to let us know what you think

8.

Us - Revisions

9.

Us - We will supply your files

Is there any other information you feel is relevant?

WHY HAVE A LOGO DESIGN BRIEF? This brief aims to assist both you, the client, and us, the designer to develop an initial focus and define some important aspects of your project. Providing as much information as possible will greatly assist the process of developing designs for your project that will be appropriate, unique and effective.

WHAT HAPPENS ONCE YOU RETURN YOUR QUESTIONNAIRE? Once you return your questionnaire, we will be able to start the creative process.

Please sign below to confirm the details given and that you are happy to proceed:

Signature:

Date:

Please send your completed form to orders@whwplastics.com

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