1. Your company name & strapline (state if you need either creating)
Use upper & lowercase letters accurately where aplicable.

2. Describe what your company does.
In 25 words or less – this helps to focus on key attributes.

3. How many employees do you currently have and in which countries?

4. How would you describe you/your employees and the company ethos/attitude in one sentence?
These might be the same. Again this helps to focus on key attributes.

I am/We are...

The company is...

5. Do you have an idea of how you would like your Logo to look? (Mark with an X)

☐ I have a Logo but it needs help ☐ I have an idea on paper (eg. sketch)

☐ I have an idea in my head ☐ I don't have a clue!

6. Would you like the following? (Mark with an X)

☐ A Typemark ☐ A symbol ☐ Both ☐ Show me options!

7. Do you have any colour preference? (Mark with an X)

☐ Yes, it's ☐ Show me a range!

8. Do you have a preferred style? (Mark with an X)

☐ Traditional ☐ Modern ☐ Quirky ☐ I need design ideas!

9. **What will you be using your new Logo for?**
This determines how files are produced.

☐ Print   ☐ Digital   ☐ Both

(stationery, leaflets etc)   (web & social media)   (if unsure it's best to have both)

10. **Are there any Logos...**

...you **like**? Which and why? (Can be from any business sector.)

...you **dislike**? Which and why? (Can be from any business sector.)

11. **What do you feel is wrong with your existing Logo (if you have one) and why do you feel it is not working for you/your company at present?**

12. **Who is your target market and in which countries?** (There may be cultural sensitivities.)

13. **Anything else a designer might need to know?**

Along with an agreed fee quote this sheet will form the basis of our working contract.