

# LOGO DEVELOPMENT QUOTATION BRIEF

**CLIENT:**

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**DATE:**

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**WHAT ARE YOUR LOGO DESIGN OBJECTIVES?** (What is the main purpose of your logo design requirements? For example, re-branding, identifying new marketing segments, to match new product range?)

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**LIST YOUR BASIC INFORMATION** (Including company name, slogans etc. What letters or icons should be included in your logo? What are your organisational objectives and mission statement?)

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**WHAT PRODUCT AND/OR SERVICE DO YOU OFFER?** (Detail a brief list of products/services that your small business offers to its customers. What are the main features of your product/service? What gives your product/service a unique selling proposition and makes it stand out from competition in the market?)

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**WHO IS YOUR TARGET AUDIENCE?** (For example, age, sex, geographic location, financial status, employment status etc. Are they already aware of your product/service? Why do they buy from you?)

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## **WHAT ARE YOUR CREATIVE CONSIDERATIONS, RECOMMENDATIONS AND/OR CONSTRAINTS?**

(For example, time constraints, budget, colour schemes, sizing, text included, images included etc. Do you have any examples of other logos you like or would like your logo to bare similarity to? Do you have any major dislikes with other logo designs? In what context will the logo be used? Printing? Web?)

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## **WHO IS YOUR COMPETITION?**

(How are you different from them? What do you like/dislike about your competitors logos? Are they of a high commercial quality? What colours are emphasised? Will you stand out?)

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**HOW SHOULD YOUR AUDIENCE FEEL AFTER VIEWING YOUR LOGO?** (What sort of impression do you wish to leave on your target audience? Should your market remember anything particular post-viewing the logo?)

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**ANY ADDITIONAL INFORMATION WE SHOULD KNOW ABOUT?**

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**SUBMIT**  
via e-mail

NOTE: ImagiWorks will use the information provided herein to adequately design your small business logo. Please hit the submit button above, using your e-mail client to forward through the attached PDF document and one of our friendly ImagiWorks logo design specialists will get back to you within 24 hours.

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