

I NEED A LOGO?



By supplying the following information you are providing a designer with the information they need to estimate your project.

1. NAME

Detail the exact wording that must appear on your logo i.e. My Company Name Financial Services.

2. YOUR COMPANY

Indicate if you are an established company or new venture.

3. BUSINESS SECTOR

Describe your business type i.e. Insurance Brokers, Engineering, Catering Supplies etc

4. YOUR COMPETITION

List URL's - website addresses of your competitors - indicate which of these you admire.

5. TARGET MARKET

Please indicate who is your target market and on a scale of 1-10 position your company in the market.

6. LIKES & DISLIKES

Make a short list of logos and brands you admire, not necessarily in your industry. Indicate your colour preferences or dislikes. Supply mood sheets if possible (paper cuttings 1 sheet of likes and 1 of dislikes)

7. ABOUT YOU

Are you the main decision maker or are the decisions made by committee.

8. LEGALS

Are you intending to apply for copyright or trademark for your new logo (supply details of your solicitor).

9. YOUR BUDGET

£500-£1000, £1,000-£5,000, £5,000-£10,000, £10,000-£20,000, £20,000+

If you are intending to apply for copyright or TM your logo you will need a budget of at least £5,000 plus your legal costs

10. TIMESCALE

Indicate a desired timescale.