



# Get a quote



## I'M INTERESTED IN...

- Logo design
- Brand look and feel  
eg. typography,  
colour palette
- Brand identity guidelines
- Collateral pieces  
eg. flyer/brochure
- Posters
- Business cards
- Letterhead
- Email signature
- Signage
- Banners
- Wall graphics
- Mural
- Uniforms
- T-shirt design
- Invitations
- Illustration
- Lettering
- Custom artwork
- Website design
- Social media assets

## BRAND IDENTITY

1. Who are you?

PROVIDE ME WITH YOUR BUSINESS NAME AS YOU WOULD LIKE IT TO APPEAR IN YOUR LOGO.

2. What do you do?

GIVE ME A BRIEF EXPLANATION OF WHAT YOUR BUSINESS DOES.

3. Who is your target audience?

WHO IS YOUR PERFECT CUSTOMER (TYPICAL AGE, SEX, BACKGROUND, INTERESTS)?

4. How do you want to be seen in the market place?

WHAT DO YOU WANT YOUR REPUTATION TO BE?

5. What's the personality of your company?

WHAT'S THE IMAGE YOU WANT YOUR BUSINESS TO PORTRAY? FOR EXAMPLE, ARE YOU FRIENDLY AND APPROACHABLE? PROFESSIONAL AND EFFICIENT? BIG OR SMALL?

6. Who are your key competitors?

GIVE US A LIST OF 3-6 COMPETITORS AND WHAT YOU LIKE ABOUT THEM.

7. What sets you apart from your competitors?

HOW YOU COMPARE YOUR COMPETITORS? WHAT DO YOU DO BETTER?

8. Anything else?

WHAT WOULD YOU LIKE TO ACHIEVE WITH THIS PROJECT? LIST ANY BRANDS YOU LIKE.