

Logo Design Brief

If you are a new company and need some design work doing, or you are an established company looking for a new logo, School Mailings can help you.

Our logo design service is charged at £149 and will give you a professional looking logo to enhance your business in the education sector.

Please give us as many details as possible. This will make the design process more effective.

1. Company Name:

2. Project Information:

3. Briefly describe your target audience:

4. You want to have:

<input type="checkbox"/>	logo for a new company
<input type="checkbox"/>	new logo for an existing company
<input type="checkbox"/>	product/service/event logo
<input type="checkbox"/>	other (please describe below)

5. If you know a logo that you like, please provide the exact web address below (or supply examples by email):

6. You want your logo to include:

<input type="checkbox"/>	name only
<input type="checkbox"/>	both name and graphics
<input type="checkbox"/>	graphics only - just a picture without a name
<input type="checkbox"/>	don't know

7. *Exact name or abbreviation to be on the logo. (if just a graphic without company name type NONE)

8. Please pick a style for your logo (check all that apply):

<input type="checkbox"/>	High Tech
<input type="checkbox"/>	Formal/Corporate
<input type="checkbox"/>	Contemporary
<input type="checkbox"/>	Antique
<input type="checkbox"/>	Casual
<input type="checkbox"/>	Industrial
<input type="checkbox"/>	Artsy
<input type="checkbox"/>	Medical
<input type="checkbox"/>	Kids
<input type="checkbox"/>	I don't know
<input type="checkbox"/>	Other (please specify below)

9. How many colours should the logo have?

<input type="checkbox"/>	1
<input type="checkbox"/>	2
<input type="checkbox"/>	3
<input type="checkbox"/>	4
<input type="checkbox"/>	Unlimited colors
<input type="checkbox"/>	don't know
	Company colours or desired colours: (please specify below)

10. Any special font requirements:

11. Would you like to include a tagline / slogan?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No
<input type="checkbox"/>	Maybe
	Tagline/slogan text: (please specify below)

12. Where do you plan to use your logo?

<input type="checkbox"/>	internet usage
<input type="checkbox"/>	print usage
<input type="checkbox"/>	both/other

13. Please state your creative strategy (pointers or ideas for the logo):

14. Any other information:

