

1. Basic information

| | |
|------------------------------|--|
| Company Name | |
| Strapline | |
| Sector/specialism/sub sector | |
| Size of company | |

2. Audience

| | |
|---|--|
| Who is your target audience? | |
| How do you want people to feel when they see your logo/brand? | |
| What impression would you like to create? | |

3. Design

| | |
|--|--|
| Are there any specific colour/s you would like used? | |
| Are there any fonts you'd like used? | |
| Typography only or typography & icon logo? | |
| Where will your logo be used? (<i>website, brochures, clothing, exhibition/signage, advertising etc</i>) | |

4. Design inspiration

Are there any brands that you aspire to be like? *(can be unconnected to your industry sector)*

What is your favourite brand overall? *(can be unconnected to your industry sector)*

Who are your main competitors?

Which brands do you dislike?

5. Timescales

Do you have a deadline *(if so, please advise)*?

6. Point of contact

Who will be the main contact for proofing/approval?

7. Additional information/notes

8. Please return to

fiona@wabbey.co.uk