



LOGO PROJECT SPECIFICATION

JUNE
2017

Project name: <ProjectName>
Client: <Client>
Client's email: <ClientEmail>
Client's phone: <ClientPhone>

Project ID: <ProjectID>

We would like to ask you to fill out this form with as more details as you can provide us. It gives us basic information for creating your project draft.

If you feel that any question is not relevant to your project or you do not feel comfortable to answer it, skip it, please.

In case you are not sure what a question means or you do not understand it, note it into the form, please.

If any category is not the part of your project, please, skip it.

project specification

Company or Name

Address

ABN

Web Address

CLIENT

Name and Surname

Position

E-mail

Phone

CONTACT PERSON

FILLED OUT BY

Name

Signature

Date

PROJECT DETAILS

project specification

1

Describe your company and/or product and/or services and/or event.

2

Who is your target group?

3

Do you have any strategy or plan for marketing, sales or/and branding? If so, describe or attach it. What are your goals?

project specification

4 Who is your competition?

5 Why do you want a new logo? *(If it is redesigning – what do you want to leave?)*

6 How the logo might impress your customers? (Describe by 5 adjectives.)

7 Do you have a preferred logo type?

iconic / symbolic	abstract	simple
logotype / wordmark (text)	descriptive	complex
combination mark (symbol and text)		

8 Do you have preferred colours or colours you surely do not want to have in your logo?

9 Do you have a slogan? If so do you want to include it in logo?

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10 Do you have any expectations or ideas?

11 What logos do you like?

12 What logos do you not like?

13 Feel free to attach everything you think is important and related to.