xplore STUDIO

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LOGO DESIGN BRIEF FORM

A detailed design brief is critical for two reasons: Firstly, it ensures that you as business owner knows exactly what you want to achieve. Secondly, it gives us key points to focus on. The more information you provide, the quicker we can hit the floor running and give you more value for money.

Please fill out the form below and fax it to (021) 975 1007.

Contact Person Details
Fill in your name, position in the company, telephone number and email address.

Corporate Profile
Provide a short summary of your company. Tell us what you do, a bit about your history and what services you provide.

Company Name & Tagline
Write down the name of your company as you would like it to appear in your logo. Also include the tagline if you have one.

Do you already have a logo?
Are you a start-up company looking for a new logo or do you have an existing logo which you would like to be updated?

Do you have a website?
If you do, please provide us with the URL. (E.g. www.xplorestudio.com)

What do you want to achieve?
State here what your vision is for your new logo as well as the characteristics you want to reflect. (E.g. minimalistic and corporate, fresh and funky, etc.)

Target Market
Are your services or products aimed at a particular sex/age/income group? Please describe your target market.

Colours and Fonts
Do you have a preference for a specific colour or font to be used in your logo?

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Graphic Elements
Are there any elements you would definitely like to see in your logo? Also let us know if there are elements you would NOT like to see.

Applications
In order of importance, please list here the most important applications of your logo. (E.g. business cards, signage, brochure, etc.)

Deadline
Provide a realistic deadline, taking into consideration the consultation, concept and design development, printing and delivery.

Other comments?
Please let us know if there is anything you would like to add.

List examples of logos you consider to be effective.

The more information you give about your design taste, the better.