

Hello, dear Customer

Thank you for contacting us, we suggest you fill out the Brief* on the development of a logo and corporate identity.

*Brief - a short written form of the conciliation order between the parties planning to cooperate, in which the main parameters of the future software, graphic, media or any other project are prescribed.

1 Contact information

Firs Name*

Last Name*

Email*

Phone

Company

Skype

2 Marketing block

What is a product?*

The essence of the brand (the main idea (mission) of the product)?*

Enter your text here

What is the unique selling point of a product?*

Enter your text here

Why is it your product (relatively competing) that the consumer wants to buy? Product positioning (the main difference from the main competitors).

Do you have a website?

3 Project Target Audience

Describe product consumer groups by the following parameters or in free form:*

Key parameters: gender, lifestyle and psychological portrait, social status, occupation, monthly income

When will the consumer use the product?

Example: at work, at home, at the time of consumption / day, night, in the gym

Why is your product needed by the consumer?

Example: saves time, develops thinking / helps to walk in the snow and not fall through

Why is your product needed by the consumer?

The product is innovative and the consumer must be accustomed to its consumption.

The product is innovative and the consumer must be accustomed to its consumption

The product is familiar, but has improved qualities relative to competing ones.

The product does not differ from competitors, it is the same.

Please indicate the degree of involvement in the purchase:*

Weak (no interest in understanding, going into details).

Strong (ready to invest time and energy in finding product information).

Habit (lifestyle, regularly buys without hesitation).

In what situation will the consumer most often buy your product?*

Firmly planned

Partially planned

Impulsively

Product pricing*

Low

Middle

High price segme

4

Form and content

Please write the name of the product*

Will its abbreviation / abbreviation be used?

Additional inscriptions

For example: slogan, motto, name decoding, etc.

What emotions should a logo / style evoke*

Strict

Mobile

Serious

Stable

Youth

Comic

Technological

Eco friendly

Cheap

Expensive

Friendly

Elite

Aggressive

Other (I will indicate in the note)

For what purposes is the logo developed

Use in Web Design

Use in printing products

Use in social networks

Color preferences What color schemes will be acceptable / unacceptable? Are there any restrictions on the number of colors?

Enter your text here

5

Files and examples

Logo Examples*

Give 3-6 examples of logos that you like and dislike. Describe by what criteria they were evaluated?

Enter your text here

Elements of corporate identity that are planned to be developed further*

Business cards

Calendars

Blanks

Leaflets

Booklets

Postcards

Packages

Folders

Price tags

Labels

Additional Information

List all the additional information that you consider important to pay attention to when developing a logo and branding.

Enter your text here