

Logo Design Brief -

Please fill out the form below for a free quote.

A thorough and accurate design brief is essential in ensuring a smooth and successful project.

FIRST AND LAST NAME	EMAIL	ORDER DATE
---------------------	-------	------------

PHONE	URL	DUE DATE
-------	-----	----------

Company name, background, and short description of services. -

Is this a new project or a rebrand? What did you like/dislike about your previous logo? -

Who is your target market? -

Who are your competitors? How do you differ from them?

What is the exact wording you want in your logo? e.g. Nike

What is the idea behind the name? Where did it come from?

Do you have a tagline? Do you want it in the logo? -

What is the overall message you want to convey with your brand? What should people feel when they see or think of your brand?

Summarize your above answer into 5 descriptive keywords.

Where will your logo be used and seen? (print, website, other) -

What is your project budget? -

Will you require printed materials (letterhead, business cards, envelopes, pens, coozies) or other design services? -

Would you like these services to be included in the quote as a package? -

What are your preferences? Please list any logos here (provide links if possible), as well as outline any colors you would like to explore or avoid. If you have any specific icons/symbols/images that you would like associated with your brand, please list them here.

How did you find out about me and my services?

Please provide any additional details and/or questions you have for me.



This form is not a contract. I will typically respond by email within 48 hours with your personalized quote and additional information. Thank you for your time!

AndrewFumagalli@gmail.com - AFvisions.com