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YOUR COMPANY INFORMATION

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| Contact name : Marcus Isaac |
| Position : Director |
| Organisation : GistPal Ltd |
| Billing address : 2 Ethelred Road, Worthing, BN14 7LY, West Sussex |
| Phone number |
| Mobile number : 07585950779 |
| Email : [marcusisaac@gistpal.com](mailto:marcusisaac@gistpal.com) |
| [GISTTRANSFER.COM](http://GISTTRANSFER.COM) |

BRAND INFORMATION

This questionnaire is designed to give us a fundamental understanding of your business, so that our design proposals are appropriate and effective. Please take a little time to consider your answers carefully as they will form the cornerstone of our design brief.

1. What is the exact wording to be used as your logo?

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| --- |
| GISTTRANSFER |

2. What are we branding?

Company, Service, Product and Product Range

3. Is this a new brand?

|  |
| --- |
| YES |

4. Is this a re-brand?

Re-branding is a very big step.

Please provide some background information so we can understand your reasons for this decision.

|  |
| --- |
| NO |

5. What is your product or service?

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| --- |
| Telecommunication International top-top and Money transfer |

6. What’s your business about?

This is just a short statement to tell us about the business idea: when you started, what you stand for and where you see your business in the future

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| we will be selling and providing an international airtime top-up and money remittance online, on App and to retail stores. |

YOUR TARGET MARKET

Who are your clients/customers?

A. Business to Business?

What type of businesses? Retail stores resellers

Likely size? (eg local, national, multinational)

Local and National

Any geographic or ethnic considerations?

Worldwide

Likely decision makers: male or female/likely age/likely position within the organisation?

Everybody

B. Consumers/general public?

Age Group?

13 +

Male Female?

Unisex

Status (Eg Student, mother, professional, retired)

Everyone

Special interests or values? (E.g. fishing, environmental issues)

THE COMPETITION

Who are your competitors?

Please include www addresses if possible

|  |
| --- |
| <http://www.sendly.com>  www.mobilerecharge.com  [www.ding.com](http://www.ding.com)  [https://www.ezetop.com](https://www.ezetop.com/)  <https://www.overseastopup.com/home.html>  [https://www.worldremit.com](https://www.worldremit.com/) |

Now tell us how you will outflank the competition

What makes your product or service different, what’s your unique selling point?

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BRAND CHARACTERISTICS

Our logo should project thses values and characteristics which we would like people to associate with the product/service you offer.

* Energetic
* Natural
* High Tech
* Contemporary
* Corporate
* Sophisticated
* Global
* Progressive
* Conventional
* Bright

Should your product or service appear to be:

* Neutral

LIKELY USES

Where is your logo likely to be applied?

* Stationery
* Brochures
* Colour adverts
* Packaging
* Vehicles
* Signs
* Point of Sale
* Shop Fronts
* Internet
* Faxes
* Mono Adverts
* Yellow Pages
* Internal comms
* Exhibitions
* Uniforms
* Merchandising

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Are there any identities you admire which have some relevance to your own product/service?

|  |
| --- |
| Please see this link for inspiration: <http://www.samatel.om> |

Colours you would like us to use?

|  |
| --- |
| colours: Teal, Bright CERULEAN, ORANGE, WHITE |

Identities you dislike?

|  |
| --- |
| I dont like black |

Do’s and Don’ts

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| --- |
| Keep it clean and attractive please |

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