



LOGO & BRANDING QUESTIONNAIRE

We'd like to extend our sincere thanks for considering PurpleTree Graphics for your upcoming project. In order to provide you with an accurate proposal, we ask that you complete this questionnaire. This not only aids us in providing the information we need, but also helps you organize and define what you need from us. Though we'd like you to be as specific as possible, we understand there may be some gray areas that will need clarifying. Please fill out the form, save it (make a copy for yourself if you like), and press the 'Submit' button to return it to us. You will receive a response within 24 hours. Thank You!

Company Name:

Date:

Contact Name:

Other Contact Info:

Address:

Phone:

Mobile:

Email:

Website:

Contrary to popular belief, Branding is not advertising. It is the graphic identification of your business, to be designed to represent the idea or image of 'who you are' that best resonates and remains memorable with your market.

Walter Landor, one of the greats of the advertising industry, said: *"simply put, a brand is a promise. By identifying and authenticating a product or service it delivers a pledge of satisfaction and quality."*

LOGO DESIGN

Please describe your project:

Would you prefer an iconic, typographic or illustrative image as your logo?

Would you like to see one or several ideas or variations?

Company-related questions:

How would you describe your business, services or products?

What attributes of your business would you like your logo to reflect?

ADDITIONAL REQUIREMENTS

Are there any additional requirements?

Will this be professionally printed or desktop printed?

Would you like a print quote?

If you need the product shipped, what is the shipping address?

Will the files be sent to your print service?

If so, what is the required file format?

What is the email address of your print service?

NOTES

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