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PROJECT INFORMATION FORM - LOGO

Name and contact information:

Who is involved in making decisions about this project?

Who is your target audience?

Who is your competition?

What sets you apart from your competition?

Please give me some adjectives that describe the desired look and feel of your project (ie professional, fun, clean, sleek, mysterious, etc.)

Do you already have some artwork, a website, or other printed materials? (if so, please attach and/or provide links)

Are there colors you particularly like/dislike?

Do you already have some ideas about how you'd like your logo to look?

Is there anything else you'd like me to know?

Please provide links to several logos you like and dislike (in your industry or not) so that I can get an idea of your aesthetic and design preferences.

How I Like to Work - Print Projects

Before I can give you a estimate, I'll need to know some details about project and the look and feel you're going for. After I have some more information about your project, I'll give you a project estimate.

Once we've decided to work together, I will create three to five initial design drafts for your review. If you don't like any of the initial design directions, I will create up to three additional options. Two rounds of options are usually enough to come up with a direction that my clients are happy with. With your feedback, I will then refine the agreed-upon design direction and work to create the final versions of the piece.

I require 25% of the project's total estimate cost up front before starting any work. The remainder is due upon completion of the project.

Thank you!