

QUESTIONNAIRE

LOGO DESIGN / BUSINESS CARD DESIGN



CLIENT CONTACT DETAILS				
Name		Phone		
Email Address:		Address		
ABOUT THE COMPANY				
What is your company/organisation/product/service name?				
How long has your company been established?				
Can you describe your business?				
If you had to describe your business in one – three words, what would they be and why?				
What is your brands mission statement?				
What is your brands 'personality'?				
Who are your main competitors?	1. 2. 3.			
What services or products do you provide?				
ABOUT THE TARGET AUDIENCE				
Who is the primary target audience?				
What is the target audience's age group?				
Are they mainly male or female?				
Where do most of your audience live?				
ABOUT THE BRANDING				
Do you have a strapline or slogan that goes along with your logo?				
Which of these words is a better fit for your brand?	Traditional		Modern	
	Blue collar		Corporate	
	High end		Cost-effective	
	Trade		Sustainable	

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DESIGN PREFERENCES						
What type of logo are you looking for?	Symbol/Icon	<input type="checkbox"/>	Text Only	<input type="checkbox"/>	Combination	<input type="checkbox"/>
	Flat/Simplified	<input type="checkbox"/>	3D	<input type="checkbox"/>	Illustrative	<input type="checkbox"/>

What colours or colour palettes do you like and why?	
Where will the logo be mainly used? Print, web, etc.?	
Are there any restrictions to consider when designing the new logo?	
Is there anything that must be included, like existing brand elements, words, or icons?	
Looking at other people's branding, what logos/companies do you like and why? Please provide examples.	1. 2. 3. 4.

TIMESCALES & OTHER	
Do you have a deadline that needs to be considered?	
Is there anything else you'd like to add that we haven't already covered?	

NOTES

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BUSINESS CARD INFORMATION (if applicable)					
Full Name:					
Job Title/Title:					
Address:					
Phone number 1:					
Phone number 2:					
Email address:					
Logo Details:					
Services/Detailing:					
What colours or colour palettes do you like?					
Any other imagery?					
Round Corners or Square?					
Finish:	Matte		Satin		Gloss
Quantity	250		500		1000

TERMS & CONDITIONS:

Work will begin as soon as is practicable, once the terms have been agreed to and the form at the bottom of the 'Terms' page has been received by 4am Studio. For full terms and conditions, and to sign form please visit: 4amstudio.co.nz/terms.html

Current rates can be found here: <https://4amstudio.co.nz/rates-retainers.html>

All design work is invoiced, whether project is completed or no longer required. All designs provided by 4am Studio is subject to copyright until invoice/s are paid in full. Invoices are invoiced with an expectant 7 day or less payment turnaround. Late payments incur a fee of 10% per week on the outstanding amount.

Payment for print and apparel services is required upfront and is invoiced upon acceptance of quote/estimate. 4am Studio is a small and independently owned business and as such we do not stock apparel on site.

NOTE: PLEASE ALWAYS CHECK ALL ARTWORK DETAILS CAREFULLY. It is the client's responsibility to check proofs, drafts, versions and supplied artwork carefully for accuracy in all respects, ranging from spelling & sizing to technical and graphical aspects. Certain colour/s may appear slightly different in print compared to the computer monitor and the same may not come out the same every time it is printed. 4am Studio is not liable for errors or omissions. Sizing shown in proofs may not be a true reflection of final product.

Thank you

Please fill in the above questionnaire, and send or scan a copy through to alana@4amstudio.co.nz