

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 word, what would it be and why?	
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	<input type="checkbox"/>	Modern	<input type="checkbox"/>
Which of these words is a better fit for your brand?	Friendly	<input type="checkbox"/>	Corporate	<input type="checkbox"/>
Which of these words is a better fit for your brand?	High end	<input type="checkbox"/>	Cost-effective	<input type="checkbox"/>
Which of these words is a better fit for your brand?	Consumer	<input type="checkbox"/>	Trade	<input type="checkbox"/>

DESIGN PREFERENCES						
What type of logo are you looking for?	Symbol/Icon	<input type="checkbox"/>	Text Only	<input type="checkbox"/>	Combination	<input type="checkbox"/>
What style of logo are you looking for?	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.
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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

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

4am Studio

QUESTIONNAIRE – Logo Design & Business Cards

Quantity	250	500	1000
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TERMS AND CONDITIONS

By viewing the 4amstudio.co.nz website, and/or to make any correspondence with 4am Studio via email, phone call or other means, the client/customer agrees to the terms and services outlined on the website terms and conditions page.

Current rates can be found here: <https://4amstudio.co.nz/contact.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 services are required upfront and is invoiced upon acceptance of quote/estimate due to the nature of the service and 4am Studio being a small and independently owned business.

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.