



## Creating your brand & identity

Sections marked with an \* are mandatory

\*Title    Mr     Mrs     Miss     Ms     Other

\*Name

\*Company

\*Address

\*Postcode

Phone

\*Email

Website

Please choose your products

Logo Start   
£299 + VAT

Logo Total   
£499 + VAT  
(includes  
Designed Stationery)

Designed  
Stationery   
£199 + VAT

Please contact us  
for a print quote

### Your Company:

Tell us about your company, your customers and the products / services you offer.

### Your target audience:

What type of customer are you looking to attract?

### Your image:

Tell us about the image you would like to portray to your customers.

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### Development questions:

Is there anything unique about your business / services / product?

### What values do you want to be attributed to your brand?

(Select as many as appropriate)

- Value for money    Quality    Expensive    Simple    Complex  
 Friendly    Exclusive    Creative    Genuine    Magical  
 Modern    Classic    Individual    Other

### What do you want people to think when they see your brand / logo:

Do you have any typeface preferences? Select more than one option if you're not sure which to choose.

- No preference    Modern / Sans serif    Old Style / Serif  
 Unusual    Script / Handwritten    Futuristic

### Logo colours:

Do you have a preference on the number of colours used? If so, how many?

- No preference    1 colour    2 colours    3 colours    4+ colours

### Do you have any preferred colours in mind?

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Do you have any preferred colours in mind?

Are there any colours that should be avoided?

### Other information:

Let us know of any businesses that you admire and why - also let us have a brief idea of your competitors, what you like / dislike about their business and identity.

Do you have any other special requests or specific brand or logo ideas in mind?

How will you use your logo? Select as many options as relevant

- |   |   |  |  |
|---|---|--|--|
| <input type="checkbox"/> Vehicles       | <input type="checkbox"/> Invoices             | <input type="checkbox"/> Presentation material   | <input type="checkbox"/> Promotional items |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Envelopes            | <input type="checkbox"/> Signage                 | <input type="checkbox"/> Other items       |
| <input type="checkbox"/> Letterhead     | <input type="checkbox"/> Marketing Collateral | <input type="checkbox"/> Clothing (eg. T-shirts) |  |
| <input type="checkbox"/> Email footer   | <input type="checkbox"/> Folders              | <input type="checkbox"/> Web site                |  |



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### Summary of your order

You have chosen the following (please tick your choices):

Logo Start £299 + VAT

Logo Total £499 + VAT

Designed Stationery £199 + VAT

Sub Total

VAT

TOTAL

The Logistic team will help you achieve the right message. If you would like to discuss your brand development, dont hesitate to call us on **01628 634066**

#### **Data Protection Act and Payment Process.**

All personal information collected will be kept in a secure encrypted database and will only be used for the purpose of communication and payment collection. Personal data will not be used by any other third party or sold on. Logotastic **DO NOT** receive any credit / debit card details from Sage Pay. All prices are quoted in UK pounds and are exclusive of VAT.

Payment must be made using a valid credit card (or UK debit card) using Sage Pay.

No other forms of payment are currently accepted.

Full payment must be verified before design work is undertaken.

When payment has been verified the customer will be sent a confirmation email marking the beginning of the design process. This will normally occur within one business day. Upon approval of the final logo an invoice will be despatched to you via email.