

Before we create an estimate for your new logo, please tell us a little bit about your organisation. From there, we can gather the most accurate brief possible and send it to you to review.

If you have any questions about the form, call us at 01463 417 458 or email studio@yellowcherry.uk

Business Name

Name

First

Last

Email address

Telephone

Who is the best person to contact about the project?

1. What service or product does your organisation provide?

2. What's your most popular service or product?

3. Do you have a tagline or slogan you wish to use as part of the logo?

4. On average what's the price range of your product or service?

5. Who are your competitors/similar organisations?

6. Where do the majority of people buy your product or service?

Online

Through online retailers
(Amazon, Ebay)

In person

In store

7. If you had to describe your organisation in three words, what would they be and why?

8. Do you have a specific logo in mind?

9. Would you prefer?

A text only logo

A logo with an icon, symbol or illustration

10. What logos do you like/dislike and why?

Try using resources like Pinterest and Google for inspiration.

11. Which of your competitors/similar organisation branding do you like/dislike and why?

12. Do you require any additional design services?

Business Cards

Letter heads

Compliment Slips

Flyers

Other

13. Which logo type would you like for your business?

Word Mark

Letter Mark

Abstract Mark

The Little
Company



Emblem

Pictorial

Combination



How did you find us?