



# order form - identity 2

## The Package: What you'll eventually sprout...

### Logo design

- Full colour logo design
- 2 design concepts
- 2 revisions
- 7 digital formats provided on final design: ai, pdf, gif, jpg, eps, doc, png
- 10 business day turnaround
- Logo style guide

### Stationery design

- Full colour business cards
- 2 spot colour letter heads
- 2 spot colour with compliment slips
- 2 spot colour DL envelopes
- 2 spot colour note pads (210x187mm size)
- 2 design concepts
- 2 revisions

## The Brief: Please complete all questions below:

1. Please write the exact name of your business as you would like it to appear in your logo.?

2. What is your tagline if applicable. Do you want this in the logo?

3. What industry does your business belong to?

4. Describe your business in one sentence?

5. Describe your business in one word?

6. Preferred or company color scheme (if any):

7. Colors to avoid (if any):

8. Do you have specific images or icons that you wish or do not wish to be in your logo??

9. Who are your main competitors? Please list their websites if possible.

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