



Graphic Design and Logo Planning Worksheet

This Graphic Design and Logo Planning Worksheet will give us a clear picture of what services you are interested in. This will allow us to facilitate your needs more effectively. It is very important that we have a complete understanding of your company, product or service. This will help us create a logo or graphic designed specifically with your company in mind. This form is very detailed; however, taking the time now to complete the form will save many hours of designing time as well as cost.

Please fill out the following information regarding the needs of your company. Include a signed copy of this worksheet with your agreement. Keep a copy for your records. This provides a written statement of our mutually agreed plan.

Client's Name:	Name of Business:
Address:	City, State, Zip:
Telephone Number:	Email:
Web Page URL:	Fax Number:

For logo design and custom graphics we charge \$50/hour.

For banners we charge \$45 for a static banner and \$75 for banners with animation.

A charge of \$5 per photo will be charged for scanning.

Creative Media Specialists requires 50% payment upfront before beginning the project and 50% upon completion.

- What services are you needing?
- Logo Design
 - Static Banner
 - Animated Banner
 - Photo Scanning
 - Custom Graphics

Please describe the design. Feel free to make a sketch of specifics you would like to incorporate or avoid.

Logo Specifics:

Is the logo being designed associated to: Company Name
 Product

Do you currently have a logo? Yes No

If so, are you wanting to change your existing logo? Yes No

If so, what colors are being used in your present logo and what would you like to see changed?

If the logo is not associated with the company name, but rather with a product name, please put down the name of the product:

What are the preferred colors for your logo? _____

Which colors do you NOT want to use in your logo? _____

Where will your logo be used?

- Visual Print Ads
- Catalogues (brochures, etc)
- Stationary (business cards, letterhead, envelopes)
- Packaging (products your company sells)
- Promotional Apparel (t-shirts, caps, jackets, etc)
- Promotional Products (pencils, pens, etc)
- Signage (storefront, flyers, posters, vehicles)
- On-Line

Graphic Specifics:

Do you have graphics that you would like to incorporate? Yes No

Would you like the graphic used on the logo? Yes No

Would you like the graphic used on the banner? Yes No

What are the preferred colors for your graphic work? _____

Which colors do you NOT want to use in your graphics? _____

Where will the graphics be used?

- Visual Print Ads
- Catalogues (brochures, etc)
- Stationary (business cards, letterhead, envelopes)
- Packaging (products your company sells)
- Promotional Apparel (t-shirts, caps, jackets, etc)
- Promotional Products (pencils, pens, etc)
- Signage (storefront, flyers, posters, vehicles)
- On-Line

Typeface preferences _____

Other ideas

Company Profile:

Is your company product or service based?

How long has your company been in business? _____

What type of industry? _____

- What types of customers do you deal with?
- General Public
 - Large Companies
 - Distributor/Wholesalers
 - Dealers/Retailers/Stores
 - Small Business
 - Government
 - Other

- Does your company do business:
- Locally
 - Regionally
 - Nationally
 - Intercontinental

- What age does your market target?
- Children (3-8)
 - Preteens (9-14)
 - Teenagers (15-18)
 - College Students
 - Working Adults (20+)
 - Working Adults (30+)
 - Working Adults (50+)
 - Senior Citizens (65+)

What percentage of your products or services are used by:
Men _____ Women _____

- Number of employees:
- | | |
|----------------------------------|----------------------------------|
| <input type="checkbox"/> 1-5 | <input type="checkbox"/> 6-10 |
| <input type="checkbox"/> 11-20 | <input type="checkbox"/> 21-50 |
| <input type="checkbox"/> 51-100 | <input type="checkbox"/> 101-200 |
| <input type="checkbox"/> 201-300 | <input type="checkbox"/> 300+ |

Is your business online? Yes No
If so, what is the URL: _____

Name some companies that carry the same products or services?

What do you think about their logos? What do you like and dislike?

What words would you associate with this product?

- | | | | | | |
|----------------------------------|------------------------------------|-------------------------------------|-----------------------------------|---------------------------------|-------------------------------------|
| <input type="checkbox"/> Hi-Tech | <input type="checkbox"/> Low Tech | <input type="checkbox"/> Complex | <input type="checkbox"/> Simple | <input type="checkbox"/> Subtle | <input type="checkbox"/> Aggressive |
| <input type="checkbox"/> Sporty | <input type="checkbox"/> Corporate | <input type="checkbox"/> Elegant | <input type="checkbox"/> Young | <input type="checkbox"/> Old | <input type="checkbox"/> Trendy |
| <input type="checkbox"/> Retro | <input type="checkbox"/> Modern | <input type="checkbox"/> Futuristic | <input type="checkbox"/> Powerful | <input type="checkbox"/> Dark | <input type="checkbox"/> Bright |

When would you like for this work to be completed?

Meeting the deadline requires that the client return any revisions, approvals, or payments in a timely manner.

On behalf of my organization, I approve the above plan which I have developed with Creative Media Specialists to create the project listed above. I authorize Creative Media Specialists to use this Graphic Design and Logo Planning Worksheet as the basis of the project.

Representatives Name (signature)

Representative Name (printed)

Name of Company

Date

Please send us the following information in order to allow the process to begin:

Graphic Design and Logo Planning Worksheet
Samples of your Printed Materials
Photos or Logos
Check for 50% of the Total

Please remit your package to Creative Media Specialists in person or by mail to:

Creative Media Specialists
3190 Harlan Street
Wheatridge, Colorado 80214
(303) 234-0979

I look forward to hearing from you.

Brenda Halverson-Yost