



THREE**FISH**

DESIGN STUDIO



Using This Form

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How to Use the Form:

1. Fill in the required details below.
2. Once you have completed the form click on the submit button at the bottom of the last page.
3. Click - Send Mail, and choose the relevant option. Please save and submit the completed form to sarah@threefishdesignstudio.com manually if the button on the last page does not send the form automatically.

ThreeFish.

So you need a new logo? You have already made a great start by choosing ThreeFish to take you through the process.

We just need a few details from you before we can kick our creative brains into gear. It is important that you answer these questions as honestly and accurately as possible, ensuring we end up with the best possible result. After all, a logo is often your company's one chance at a first impression. Done correctly, it can express your company's ideals, philosophies, services and attitude all in a few words, marks or symbols.

Please fill in this form with as much accurate information as possible.

If you have any questions or problems. Please get in touch.

Lets get creative.

Contact.

Your name

Your email

Phone

Mobile

Company details for invoicing/quoting

Design Brief.

01. Who are you and what do you do?

Name of company/entity? Size of entity and how long have you been in business? How did you get started in this business? What is your product or service?

02. What is the scope of the project?

What is the project? Why do you need a designer? What materials do you need?

03. Who's your audience or target market?

Describe your usual customer. Their age range, race and gender? How often do they buy or use your service?

04. Who's your competition?

Why do you think a particular company or companies are your competition? What do you offer that the others don't? What does the competition offer that you don't? What makes you unique?

05. What tone or image do you need to portray?

Are you high-end, helpful, friendly, techy or earthy? Do you want to be bold and dominant or easily approachable?

06. What previous design and marketing materials have you used?

What marketing materials do you currently use? Do you have existing brand guidelines?

Logo functions & descriptors.

01. Here is a list of characteristics and attributes prospects and customers may use to describe an entity, and to which an entity might aspire. (Please tick the most important/appropriate descriptions that honestly reflect the entity, its vision and culture, while also imparting the “image” most appropriate in attracting target markets).

Adventurous

Cheerful

Dependable

First-class

Helpful

Intense

Prestigious

Honest

Respectful

Sophisticated

Thrilling

Trendy

Ageless

Business-like

Woodsy

Friendly

Likable

Timeless

Technical

Romantic

Spiritual

Trustworthy

Aggressive

Competitive

Scientific

Fun

Innovative

Eco-friendly

Corporate

Optimistic

Protective

Safe

Strong

Timely

Whimsical

Brilliant

Confident

Exciting

Happy

Insightful

Homestyle

Classic

Healthy

Energetic

Futuristic

Creative

Youth-oriented

Humorous

02. Please list the applications to which the new logo will be applied.

03. Please outline any direction or specific ideas you may have that you want explored or need included in the final outcome. (ie Specific colours, symbols/shapes or objects to include).