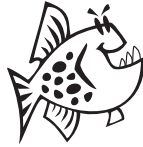


# Logo Brief



**Pink Piranha**

Design with a bite

0403 444 660

penny@pinkpiranha.com.au

PO Box 1022 Subiaco 6904

**Company name:**

**Date:**

## About your business

Name of main person to contact:

Office Tel:

Mobile:

Fax:

Company address:

P.O. Box address:

Web address (if any):

Contact email address:

Preferred method of contact:

## About your industry

What industry are you in?

Who are your main competitors?

## About your logo

What is your tagline? (if applicable)

Do you have specific images or icons you want to portray in your logo?

What are the key points you want to convey to your target audience in your logo?

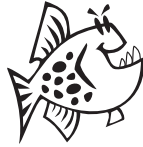
Are there currently any colours you are leaning towards? Please state Pantone ref. if possible.

Are there any colours you especially do not want to be used?

Do you want to grab people's attention in a funky, creative way that conveys the personality & feel?

Or do you want to go for more of a conservative, corporate feel?

Please list the websites of your main competitors.



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What are your thoughts about their logos and how do you want to differ?

Have you already seen a logo out there that really appeals to you? If so grab a copy or cite me the website so I can get a feeling of the direction you are wanting to head with this.

Where will your new logo be used? i.e. General signage, Business cards, Stationery, Advertising, Billboards, Website, Print, Embroideries for Polo shirts, hats, Car wraps.....

Please supply a brief description of the design you are looking for.

Will you be requiring stationery? Business cards, letterhead design, comp. slips, envelopes, presentation folders etc..

What is your project deadline?

What is your project budget?

A minimum of 3 logo concepts will be presented for you to select from (please note you can only choose 1 logo from the concepts provided).

Once your refined logo has been approved you will receive a CD containing your logo in CMYK colour and black in the following file formats:

AI • EPS • JPG • PDF • GIF • PNG

**Please either scan this document when completed and email to:  
penny@pinkpiranha.com.au or post to Pink Piranha, PO Box 1022, Subiaco 6904, WA**