

Briefing Form for: Creation of a new or revised corporate identity

Don't feel you need to fill in everything, but it might help us to understand what you need.

I. Your Details

Company Name

Address

..... Post Code

Tel: Fax:

Contact Name

Tel (if different to above): E-mail:

2. Your Company

Company name or acronym for use in logo

Strapline:

What does your company do?

.....

Who are your competitors?

.....

How do you stand out from your competitors?

.....

How did you choose your company name?

.....

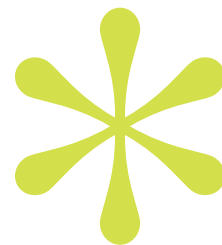
3. Your Client base

What is your target market?

.....

Why have you chosen this market to aim for?

.....



How would you like your clients to see you as a company?

- Traditional
- Dependable
- Young
- Lively
- Trustworthy
- Professional
- Bright
- Creative
- Reliable
- Modern
- Fun
- Corporate
- Innovative
- Vibrant
- Other:

What is most important to your clients?

- Cost
- Efficiency
- Quality
- Other:
- Reliability
- Value

4. Your existing identity

Do you have an existing logo / website / brochure? Yes No
(If so, please supply details and samples if possible)

Why are you looking to change?

What do you hope to achieve?

5. Your ideas

Have you any preferences about how you would like it to look?

6. Your limitations

Are there any specific file formats that you require the final artwork in?

7. Any other comments?

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Where did you hear about Nexus Creative Limited? Online Yellow Pages
 Recommendation Business Link Other:

