

LOGO DESIGN INFORMATION GUIDE

Begin your design project by filling out this guide and submitting it with your design materials. It will help to ensure that your project goes swiftly and smoothly, and that you'll get exactly what you want! Please include all materials requested on the forms to avoid delays and misunderstandings. Be specific in your instructions: your design and estimate will be based on the information you provide.

Name:

Address: Street City State Country Zip/postal code

Phone: Fax: Email: Website:

Project Title:

Author/Artist/Band Name:

Marketing Information

Describe the company or business the logo is to represent

Describe your target market? Who do you want to appeal to?
What message do you want to send with your logo?

Who are your main competitors?

Mood or Style

How would you best describe the mood or style you want for your logo?
Examples: playful, dark, earthy, warm, contemporary, corporate, mellow, futuristic, psychedelic, slick, feminine etc.

Design Samples (please attach files or web links)

If appropriate, provide samples of logo designs that appeal to you, for our reference. This will give us a better idea of the look you are going for. Let us know specifically what you like about each sample. Examples: color palette, font choices, etc. Please provide jpeg or png thumbnail images or web links. What do you like about the sample? What *DON'T* you like?

SPECIFIC:

colors
type fonts and styles
graphics, symbols
other elements

Project materials

(any text or image files you wish to be used in your project)

Please read the [guidelines for submitting materials to GotUCvrd.com](#), and carefully review the materials you are sending.

Text Acceptable digital formats: Microsoft Word ".doc" or ".rtf"; ".txt"

Images Formats accepted: Photoshop or Illustrator native file, jpeg, tiff, png or eps, Resolution: 300 ppi resolution at desired usage size Color space: rgb

Text and/or Images included on disc

Text and/or Images emailed to scott@gotucvrd.com

Text and/or Images uploaded to Dropbox or Yousendit

Date materials sent

Instructions for use of text and images

Additional Comments

Is there anything else to keep in mind before work is begun on your logo design?

Design Directions

Check one of the following three options:

I am not providing a sketch or design direction. I trust your judgment and leave the design up to you.

I am providing a rough sketch and/or description of the design concept I want. Refer to it, as a general guide, but feel free to be creative.

I am providing a detailed sketch and/or description of the design I want. Follow it as exactly as possible.

I have read and agree to the [GotUCvrd.com terms and conditions](#)

**Thank you for completing the Design Guide.
Now to get your project in the works!**