



Your Name:

Date:

Project Description:

LOGO GUIDE

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BRIEFING & COMMISSIONING AGREEMENT

Please spend some time to answer the questionnaire. The information you give us will be invaluable in helping us to offer you designs that are appropriate. Feel free to provide information if you think it will help. Please note that is extremely important for us to receive the form back complete.

Your project manager at Creativeblox is: (Studio Use Only)

Contact Name: Title:

Company Name:

Billing Address:

Phone: Email:

Skype: Web Address:

Exact wording to be used on the logo *

Example: Walkers OR Walker and Son OR Walkers, Boots for people going places.

Does the words on your Company name have a specific meaning? *

YOUR Slogan / Motto/TAGLINE if you want to include (optional)

Objects or images you want to include (optional) Example: animals for a zoo

* REQUIRED FIELDS



BRIEFING & COMMISSIONING AGREEMENT

Short description of product / service / organization *

Competitors and similar business (optional) If you would like us to look at any of your competitors web sites or those who have similar business to yours please provide their web address where we can see examples of their logo and style of presentation.

Logos you like and why * Provide us a list of three logos you like and tell us why. This will help us understand your taste better and also the style you are looking for your Company. You can also take a look at our website portfolio where you will find a range of styles.

Logos you dislike and why * Provide us a list of three logos you dislike and tell us why.

Do's (optional)

Dont's (optional)



*** REQUIRED FIELDS**

LOGO TYPES

Font Based Logos

A text treatment which represents your company's activity, product or service.

Just font

Just font without any symbolic intervention.



Handmade

A calligraphic, handwritten or script font.



Font + Meaning

A font with a tweak that symbolizes company / product or service.



Initials

Monogram with Company name initials.



Font including in a shape

Company name inside / squares / ovals / rectangles or combined shapes.



LOGO TYPES

Icon Based Logos

A graphic / symbol which represents your company's activity / product or service.

Abstract Graphics

A synthetic symbol that represents your Company in a subtle way.



Silhouette

A detailed illustrated silhouette.



Geometric Symbol

A geometric symbol that clearly represents an element.



Illustrated Symbol

An illustrated symbol that clearly represents an element.



Detailed Illustration

A specific illustration.



Seals and Crest

A detailed crest or seal with just text or may include graphics.



LOGO TYPES

Color Palette Please select at least 1 color:

<input type="checkbox"/>												
<input type="checkbox"/>												

Font Style Please select at least 1 font style:

<input type="checkbox"/>				
COMIC	STENCIL	GOTHIC	<i>Decorative</i>	Typewriter
<input type="checkbox"/>				
Eroded	<i>GRAFFITI</i>	Pixelated	Retro	TECHNO
<input type="checkbox"/>				
Sans serif	Serif	<i>Calligraphy</i>	<i>Script</i>	Handwritten

Your Company Look and Feel Please select at least 1 option:

<input type="checkbox"/> Artistic	<input type="checkbox"/> Minimalist	<input type="checkbox"/> Sophisticated	<input type="checkbox"/> Corporate	<input type="checkbox"/> Kids
	PRADA	 ROLEX	Bank of America 	 Hello Kitty
<input type="checkbox"/> Web 2.0	<input type="checkbox"/> Retro	<input type="checkbox"/> Fun	<input type="checkbox"/> Hi Tech	<input type="checkbox"/> Feminine
		TOY STORY		Dove



PROJECT TIMELINE

The project schedule is based on a project start date of Monday, Nov 18, 2013. Any change in start date would result in changes in all subsequent delivery dates. The bid includes allowances for 2 to 3 rounds of revisions with client feedback. The actual project schedule will be affected if revisions are fewer or greater than those estimated here. Note: Schedule also takes into account upcoming holidays.

PHASE I: RESEARCH & DISCOVERY PHASE **1-2 DAYS**

During this time we review the client supplied assets, play relevant games and gather information about the demographic to share with the stakeholders and design team. Direction and tone are selected.

PHASE II: CONCEPTUAL DEVELOPMENT **3-5 DAYS**

Pencil sketches for the mascot, initial concepts for logo design and branding elements for facebook. during this time we expect 1 or 2 rounds of revisions and feedback.

PHASE III: DESIGN DEVELOP & REVIEW **3-5 DAYS**

Once we receive approval for design of main elements we begin creating subsets of art including button states, navigation, symbols, final art and screens. Expect 2-3 rounds of revisions.

PHASE IV: FILE PREPARATION **1-2 DAYS**

During this phase we create all versions needed and optimize art. Upon completion all source files are turned over.



THE TEN CRITERIA FOR DEVELOPMENT OF A SUCCESSFUL LOGO, SYMBOL OR ICON

The primary consideration in the creation of a logo is Immediate identification. The visual definition of what a company or product is or how it works, is the objective. Developing a successful logo requires meeting many different criteria. Listed below is a checklist of ten criteria that must be considered in the creation of a good logo.

1. **VISIBILITY** Will it stand out in its surroundings to provide quick and memorable identification? Seeing how a logotype stands out among the chatter of a metropolitan downtown is a good visual test for many trademarks.
2. **APPLICATION** How well can the symbol be used in a variety of applications? From the resolution of a video monitor to the heat stamping on a product, it must withstand numerous technical applications.
3. **DISTINCTIVENESS** Will the application distinguish itself from its competition? It is important to note that many legal decisions are made based on how similar a mark is to its competitor, and many challenges have been won in the courtroom.
4. **SIMPLICITY/UNIVERSALITY** Is the symbol's concept easy to identify? As those who have "overworked" a drawing will know, there is a point at which to stop embellishment. On the other hand, a few additional lines in a composition can make the difference in its readability.
5. **RETENTION** Someone who will identify with a mark must play a small game of mental tennis with it. The Bank of America's symbol is a good example of this once a person has read the shape of the letter forms as an eagle; they will never see it any other way. If a symbol is too easy to read, the viewer will feel no sense of discovery and thus no personal equity with the mark.
6. **COLOR** It is good practice to design everything in black and white first, while keeping in mind the color applications. A good symbol must work in a number of technologies such as a fax or photocopier that are unable to display the subtle nuances of some color palettes or blind embossing.
7. **DESCRIPTIVENESS** Does the symbol reveal to some extent the nature of the company or product? A good symbol is one that is able to do this without being an exact literal translation.
8. **TIMELESSNESS** It was once hoped that a good trademark would last from fifteen to twenty years. Now we are seeing corporate turnovers of identity programs within a five-year period. Even so, you still need to be careful not to follow current trends, for they have a limited life expectancy.
9. **MODULARITY** Will the potential mark be adaptable to numerous applications? We have seen the best marks diluted in their presentation by the way the support typography or other graphic elements are handled. All the elements must work together to form a single voice.
10. **EQUITY** The age, use and recognition of a mark are also a primary consideration in its development. Knowing when and what to redesign are important considerations for the designer. If one were to be approached to redesign the Coca-Cola script, it should be hard to replace the value the current market retains.



TERMS & CONDITIONS

TERMS.

A 50% deposit is required at project start and balance in full plus any client approved expenses due upon completion prior to delivery of source files and transfer of copyright.

DESCRIPTION OF WORK.

Delivery of final approved graphic assets in .psd, .ai format. Wherever possible art will be created using Adobe Illustrator vector in case you need them for print and promotions.

CHANGES TO SCOPE.

If the client determines that additional deliverables are required or the scope of the project changes a new proposal will be provided to include the additional work along with any adjustments to the timeline.

OWNERSHIP & USAGE.

Client will hold all worldwide copyright of final art approved upon payment in full. Creativeblox reserves the right to display final work for promotional purposes only. All other work rejected by client remains the property of creativeblox studios.

NON-DISCLOSURE.

If required client can provide a standard NonDisclosure Agreement.

ERRORS.

Client will provide any final copy as word .doc at project start. We will make all efforts to review art for errors but the final responsibility for proof-reading belongs to the client.

CANCELLATION.

Should the client decide to cancel the project after work has started but prior to concepts presented, Creativeblox agrees to provide a list of hours worked and return any unused funds. If client cancels after approvals of initial concepts but prior to production of final art the entire deposit will serve as a kill fee and is non-refundable.

