



Identity Preparation Sheet

Below are a series of points which need to be considered when designing a logo. The more information you can provide us about what you want the better.

Please consider each point carefully, if there is something you are unsure of or do not know, that is perfectly OK - we will discuss all points in our initial meetings.

➤ What is your project/company vision?

➤ Describe your project/company in 1 sentence.

➤ What action/reaction do you hope to get from your logo? Soft or strong, playful or serious? Define the feeling of your project/company.

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Who is your target audience/market?

Which colour/s do you feel best capture your vision and why? Look at different colours and see how they make you feel.

How do you see your logo? Professional, Young, Abstract, Classy, Flashy, Basic, Hi-tech?

Do you have any ideas for your logo? Shapes, patterns, open, closed etc. If yes, please describe and draw them.

How to you intend to use your logo? Think forward with this one.

Online - Website, e'stationary

Print - Business Cards, Letterhead, Brochures, very large (eg Posters), very small (eg Labelling).

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⌘ Print costs very greatly depending on how many colours you use - 1 colour being cheaper to print than 4. If you plan on printing a variety of pieces and you wish to keep costs down then we advise you stick to 1 or 2 colours (eg Our Kundalini Design logo is 2 colours, red and black).

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⌘ How much are you prepared to spend on your new logo and why? Excluding print costs.

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⌘ Is there a specific date you need your logo complete by? eg For launch of new project/company.

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⌘ Would you like Kundalini Design to design your website, e'stationary and/or print materials? If yes, will they also need to be complete by a specific date?

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⌘ Please also provide us with any additional information you feel may be relevant. Remember the more we know about you and what you do the better we can capture the essence of your project/company.

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Thank you for taking the time to complete this questionnaire. We are now ready to start work on your new logo!! Please call or email us to arrange a meeting. If a personal meeting is not possible for any reason, we can easily conduct our business via phone and email.

Looking forward to meeting with you soon.

Kind regards,

A handwritten signature in black ink that reads "Kia Taylor". The signature is fluid and cursive, with the first name "Kia" being more prominent.

Kia Taylor
Company Director