BLUE SKY

Logo Design Order Form

Please complete the order form below, together with the design brief overleaf, and return to simon@blueskyformations.co.uk.

Name	
Address	
Telephone Number	
Email Address	

Basic Logo Package

3 original concepts by 3 designers

Under 48 hrs turnaround

1 revision

Full copyright ownership

Editable vector file (.ai, .eps)

Logo files (.jpg, .png, .gif)

£55 +vat

Standard Logo Package

8 original concepts by 8 designers

Under 48 hrs turnaround

Unlimited revisions

2 redraws

Full copyright ownership

Editable vector file (.ai, .eps)

Logo files (.jpg, .png, .gif)

£110 +vat

Comprehensive Logo Package

12 original concepts by 12 designers

Under 48 hrs turnaround

Unlimited revisions

Unlimited redraws

Full copyright ownership

Editable vector file (.ai, .eps)

Logo files (.jpg, .png, .gif)

£165 +vat

If you are also interested in our Stationery Design services, then please select your package below and complete the stationary details form on the final page of this document.

Starting out/Directors Package

1 stationary design concept

Business card design (2 contacts)

Envelope/compliment slip design

Letter head design

1 revision

£25 +vat

Small business/Growth Package

3 stationary design concepts

Business card design (3 contacts)

Envelope/compliment slip design

Letter head design

Unlimited revisions

£40 +vat

Professional/Team Package

4 stationary design

Business card design (5 contacts)

Envelope/compliment slip design

Letter head design

Unlimited revisions

£55 +vat

If you are an existing customer, please tick this box to authorise us to take payment for this order from the card held on your account.

If you are not an existing customer then you will be contacted upon receipt of this application in order to arrange payment.

Logo Design Brief

In order to design your new logo, please complete the following brief with as much detail as possible – the more guidance we have, the more chance there is that our concepts will be in line with your vision. Once complete, please save the file and return to simon@blueskyformations.co.uk.

Logo Name:	As it should appear in logo. If image only logo required then please type NONE.
Tag Line/Slogan (if any):	Any slogan that should feature in the logo
Business Description:	Knowing a bit about your business can help our designers come up with an appropriate logo.
Ideas and Guidance:	If you have any ideas that you would like our designers to develop then please give details here.
	You may also want to name a few existing logos you like the design of so that we can understand your visual preferences. (Please also attach image files representing these in case they are not known to the designers.)
	You could also consider what sort of perception your logo should create and what message it should convey.
	If there are any competitors to your business you could include links to their logos with your opinions.
Preferred Font (if any):	
Type of Logo:	e.g. Textual/Iconic/Illustrative
Target Audience:	What demographic should this logo appeal to
Preferred Colours:	You can use colour names, hexadecimal values or RGB values.
Colours to be Avoided:	You can use colour names, hexadecimal values or RGB values.

Styles:

Antique	Hi-Tech	Arty
Industrial	Religious	Childish
Corporate	Medical	Educational
Rugged	Other (please specify)	

If you have any concept art that you have created that you would like our designers to develop then please also attach copies of this, and any other documents that you think would assist our designers to meet your expectations.

Stationery Design Details

Please provide below details of the information required to be included on your letterhead, compliment slips and business cards

Please be aware that if the stationery is being prepared for an incorporated legal entity in the UK then certain information is required by law to be included on all business letters. This information is:

a)   the company's registered number
b)   its registered office address
c)   where the company is registered (England and Wales, Scotland or Northern Ireland)
d)   the fact that it's a limited company (usually by spelling out the company's full name including 'Limited' or 'Ltd')

Details to be included in Letterhead

Details to be included in Letter footer

Details to be included in Compliment Slips

Generic Information for inclusion on Business Cards (if any)

Contact Details for Business Cards (e.g. Name, Position, Email, Direct Line, etc.)

Person 1

Person 2

Person 3 (Growth & Team Package only)

Person 4 (Team Package only)

Person 5 (Team Package only)