

Introduction

Thank you for your interest in our Logo Design services. **headoffice** is delighted to provide you with a custom-designed Logo that will serve as an attractive and powerful introduction, accurately reflect your business values, and the outstanding features of your products and services.

We deem it essential that we spend the time and effort to know you and acquaint ourselves about your business and products prior to embarking on a Logo design.

Prior to completing our questionnaire, we ask that you precisely reflect on the following:

- Your objectives for your new Logo,
- The features of your products and/or services,
- Your business mission,
- Your target audience, and
- The image you wish to portray.

Our Work Process

1. Client chooses ONE design from three (3) exclusive Logo concepts.
2. Client sends **headoffice** a WORK ORDER.
3. Client gets a detailed design.
4. Client inspects and does final approval of design.

Note: Additional payment is required if you make any major changes after you have already approved the work.

5. **headoffice** does an estimate for you.
6. Client pays **headoffice** an advance of 40% of total cost.
7. **headoffice** begins final design (output to client) process.
8. **headoffice** delivers the work to you.

Your Job is COMPLETE!

NOTE

Customer retains pages 1, 2 and 6

PRIVACY NOTE: **headoffice** does not sell or trade your company information with any other source, GUARANTEED. We treat all our clients' information in the strictest confidence for two simple, yet critical reasons: *our ethics & a desire to develop a long-term relationship with you.*

§ 1 Company / Organization Information

Company/Organization Name _____ Address _____

Contact Person _____ Title _____ Telephone _____ E-mail _____

Business Type _____

Age of Company New 1-5 Years 6-10 Years 11-20 Years 20+ Years

Company History, Opportunity and Future Business Planning _____

Company Service and Product _____

If you wish to redesign your logo:

Brand Color _____ Brand Message _____

_____ Brand Character _____

Sub Branding in future? Yes No If yes, details are needed _____

§ 2 Your Audience & Your Message

Your Logo's intended and symbolic messages _____

What does your Logo want to accomplish? _____

What effect does your Logo need to have on its audience? _____

Age of target audience: 5-12 13-19 Years 20-29 Years 30-45 Years 46-60 Years 61+ Years

Other _____

§ 3 Logo Specification

CATEGORY: East West North South Stylish Simple Other Style

Colors: One Two Three Four If any preference _____

Expected delivery deadline 1 mo. 2 mos. 3 mos. Other _____

Will Logo incorporate text? Yes No Is text already submitted? Yes No If no, when can we obtain the text? _____

Will you provide your old logo? Yes No N/A

When do you wish to inspect the look of your Logo? 1 Week 2 Weeks Inspect the Dummy? 10 Days 3 Weeks Other _____

(If **headoffice** will do your 2007 Logo, then we will keep all 2006 documents on file) Yes, please keep records No, delete records

§ 4 Company Logo Theme

2005's Company Logo Theme N/A _____

This Year's Company Logo Theme _____

Do you have your own idea about your Logo type? Yes No If no, we can create excellent custom themes for you!

YOUR COMPANY-RELATED		SUBJECT-RELATED		OTHERS	
<input type="checkbox"/>	A Product/Service-based	<input type="checkbox"/>	A Nature	<input type="checkbox"/>	A Theme-based
<input type="checkbox"/>	B Customer-based	<input type="checkbox"/>	B Animals	<input type="checkbox"/>	B Idea-based
<input type="checkbox"/>	C Function & Benefit-based	<input type="checkbox"/>	C Scene	<input type="checkbox"/>	C Other
<input type="checkbox"/>	D Product & Lifestyle-based	<input type="checkbox"/>	D Art		
<input type="checkbox"/>	E Product & Service Benefits-based <input type="checkbox"/> Direct Use <input type="checkbox"/> Indirect Result	<input type="checkbox"/>	E History		
<input type="checkbox"/>	F Others	<input type="checkbox"/>	F Religion		
		<input type="checkbox"/>	G Nation		

Choose one idea

Please choose the look of your Company Logo Artistic Classic Corporate Decorative Futuristic Standard

§ 5 Language Choice

Please choose a language or language-combination for your Logo

- Bangla English (British / American) Bangla-English English-Bangla Arabic Others _____

§ 6 Scope of Materials to Brand

Print Media

- Paper
- Stationery
- Fax
- PVC / Solvent Material
- Packaging
- Shop Sign
- SS Sheet
- Press Ad
- Billboard
- Identification Materials
- _____
- _____

Electronic/Web Media

- Email
- Fax
- TVC
- Shop Sign
- Electronic
- Television
- Halogen
- Digital
- _____
- _____

Other Media

- Stone
- Metal
- SS Sheet
- Neon
- Glass
- Clothing
- Wood
- _____
- _____

Terms & Conditions

- Payment** Work Order plus advance with the Balance to be paid within 7 days of delivery.
- Coordination** You agree that you will supply **headoffice** with all required information in a timely manner. **headoffice** is not responsible for any delay of project due to your delays or due to conditions beyond our control.
- Delivery** Design will be delivered in a CD-ROM. A COLOR CHART and COLOR PRINT of 2 examples will be given in A4 format.
Note: If you wish, a product DUMMY may be provided.

headoffice Contact Person

Client Service Executive
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e-mail: info@h-office.com

headoffice Contact Information

address: 37/B Indira Road, Dhaka 1215, Bangladesh
cell: 0177 040403 | fax: 913-8441 | office: 913-8265
e-mail: info@h-office.com

CLIENT NOTES

DATE _____

DATE _____

DATE _____