

Client Query

Brand Identity/Logo Design
Corporate Profiling

Introduction

Thank you for your interest in our Logo Design services. headoffice communication is delighted to provide you with a custom-designed Logo that will 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 you, your business and products prior to embarking on a Company Profile design.

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

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

Our Work Process

1. You, the client, choose ONE design from three (3) exclusive logo design concepts.
2. Client send us a Work Order.
3. We do a detailed design based on your selected idea.
4. You inspect and do a final approval of this chosen design.

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

5. We do an estimate for you.
6. Client pay us an advance of 40% of the total cost.
7. We start the final design (output to client) process.
8. We begin the pre-press process.
9. We then do the printing process.
10. We deliver the completed work to you.
11. You pay us the balance.

Your Job is COMPLETE !

PRIVACY NOTE: headoffice communication does not disclose your company information with any other source, guaranteed. We treat all our clients' information in the strictly confidential for two simple, yet critical reasons: Our ethics and our 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 11-20 Years 20+ Years

Company History, Opportunity and Future Business Planning _____

§ 2 Your Audience & Your Message

Your Company's intended and symbolic messages _____

What does your Company want to accomplish? _____

What effect does it need to have on its audience? _____

Age of target audience: 5-12 Years 13-19 Years 20-30 Years 31-45 Years 45+ Years 60+ Years Other _____

§ 3 Logo Specification

CHOOSE ONE COMPANY PROFILE CATEGORY:

Category Eastern Western Simple Stylish Others _____
Number of colors 1 2 3 4 Other _____
Expected delivery deadline 1 mo. 2 mos. 3 mos. Other _____
Will you provide your old Logo Yes No N/A
If no, who will provide the text? Client headoffice Will you provide your logo? Yes No
When do you wish to inspect the look? 1 Week 2 Weeks 10 Days 3 Weeks Other ____
Any Preference for Logo architecture Symbolic Text Base Mixed N/A

§ 4 Company Profile Theme

Previous Company Logo Theme N/A _____

This Year's Company Logo Theme _____

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

Direction: Choose one idea and then tick the box to the left of your choice.

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 Other		

§ 5 Language Choice

Please choose a language or language-combination for your Company Profile

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

§ 6 Theme Choice

Please choose the cover look/theme of your Company Logo

Artistic Classic Corporate Decorative Futuristic Standard

§ 7 Scope of Branding (please specify highest execution point)

- | | | |
|------------------------------------------|------------------------------------------------|--------------------------------|
| <input type="checkbox"/> Print Media | <input type="checkbox"/> Electronic /Web Media | <input type="checkbox"/> Other |
| • Paper | • Aston Graphics | • Glass/ Wood/ PVC |
| • PVC/ Digital/ Solvent Media | • Dog Tag | • Clothing |
| • Product Packaging Sticker/Polly | • Halogen | • Embodary |
| • Print Ads(Press, Billboard, shop sign) | • Neon | • Seal |
| | • PNG, JPG, TIFF, EPS, PSD | • SS Sheet |
| | • Flash/Animation | • Metal |

§ 8 Our Terms & Conditions

- | | |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Credit Line | Photographer, Agency, Copywriters, Others. |
| <input type="checkbox"/> Payment | Work Order plus advance with the Balance to be paid within 7 days of delivery. |
| <input type="checkbox"/> Coordination | You agree that you will supply us with all required information in a timely manner.
We are not responsible for delay of project due to your delays or due to conditions beyond our control. |
| <input type="checkbox"/> Delivery | Design will be delivered in a CD-ROM. A COLOR CHART and COLOR PRINT of 2 pages including the cover page will be given in A4 format.
Note: If you wish, a product DUMMY may be provided. |

NOTES

Hotline

Assigned Client Service Executive
cell: 01917705554
e-mail: info@h-office.com

headoffice communication Contact Information

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

CLIENT NOTES

DATE _____

DATE _____

DATE _____

DATE _____

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