

PV LOGO BRIEFING. VISUAL IDENTITY

Fill out this form with as much information as you can about your project. If you have questions or need guidance before filling out, please contact the following email: CRIS3441@GMAIL.COM

Client:

Date:

BASIC INFORMATION

Name

E-mail

Name of your company

Website

Phone:

City / State

Is this a new project or a re design?

New project

Re design

How soon does the project need?

In 1 month

In 2 months

Undefined

Urgent [⊕]

How soon does the project need?



USD \$

Why do you need this project?

BRIEFING .
VISUAL IDENTITY
PROJECT

⊕ If you have an emergency, you may be able to help you carry out the project in less than a month. In this case, an emergency rate will be applied to the total value of the project.

⊕ Answer if you feel comfortable sharing this information. It will be used to offer the best solution within your budget. Also, if you notice any incompatibility in your requests I can guide you before sending this proposal.

DELIVERY LIST

Next, select the elements that you want to make in this project case you feel a problem, get in touch to discuss the options.t.

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Brand type


- Personal For company
 For website For event


Do you need a brand identity manual?

- Yes No

Select the elements of the project.

- | | |
|---|---|
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Uniforms |
| <input type="checkbox"/> Website | <input type="checkbox"/> Badges |
| <input type="checkbox"/> Envelopes | <input type="checkbox"/> Brochures |
| <input type="checkbox"/> Letterhead | <input type="checkbox"/> Creation of Slogan / Tagline |

 Do not know what a brand identity manual is?
Visit www.pvlogo.com/faqs

 Example:
Additional or complementary information about the elements of the project
Ex: For example a sign and its measures or measures of uniform etc.:

Select the elements of the project.

Use this field to describe if any element has been missing or provide details about those previously selected.

ABOUT YOUR CLIENTS

Describe as much as you can about
Your clients.

Gender, age, region, social status, Interests, occupation, etc.

B R I E F I N G .
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Examples:

- ⊕ What message should your brand transmit?
Ex: Willingness to follow the impulses of life.

What message should your brand NOT transmit?

Ex: Imprudence at the time of developing dreams, without the minimum of planning.

What messages should your brand transmit to its customers?

⊕

Example: We are popular, but modern and intellectual

What messages should NOT transmit your brand to your customers?

⊕

Example: We are not conservative or funny.

COMPANY PROFILE

Tell me about your company

What is it about? What are the products or services offered?
How long has it existed? What is your mission, vision and values?

Describe your business in 2 words

Describe your business in 1 word

ABOUT YOUR COMPETITION

Name your local, regional and / or global competencies

Provide URLs (links) if possible.

What differentiates you from the competition?

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Examples:

- ⊕ ABOUT THE FIRM
What will be the text assigned to the brand?
Ex: Coca-Cola

PROJECTED IMAGE

Help understand how your brand will behave visually by providing some features about it. Ex: The brand must be modern, relaxed and light.

THE BRAND ⊕

What is the typeface assigned to your brand?

Example: Coca-Cola

Do you have a slogan?

We can Do it!

PROJECTED IMAGE ⊕

Help understand how your brand should behave visually by providing some features. Select how many options you consider necessary or describe those that best represent your brand.

BRAND CHARACTERISTICS

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Modern | <input type="checkbox"/> Formal |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Youth or Juvenil |
| <input type="checkbox"/> Popular | <input type="checkbox"/> Simple |
| <input type="checkbox"/> Letterhead | <input type="checkbox"/> Creation of Tagline |

DO YOU HAVE SOMETHING ELSE TO TELL US?

Feel free to contribute more
information.



B R I E F I N G .
VISUAL IDENTITY
PROJECT

Doubts?

Send an email to
CRIS3441@GMAIL.COM

We glad to help you.

READY! YOU CAN SEND THE FORM NOW

[Send form to PV LOGO](#)

If you have problems sending through the previous
button, you can follow the following steps:

- 1) Click on File / Save;
- 2) Check the information and click Save;
- 3) Send the file to cris3441@gmail.com

Thank you very much for the answers.
I will be back soon with your estimate.

Cristian Castañares