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Logo Concept Form

Thank you for your interest in Mono Unlimited's logo design service. Your logo is usually the first visual representation of your organisation to your target market. As the old adage goes, *A picture tells a thousand words* — so your logo communicates much about what makes *you* distinctive, in just a few seconds. Since first impressions are often long-lasting, developing a quality logo is an important investment in the livelihood and success of your organisation.

This form gives you the opportunity to help us develop a concept for your logo that best communicates what *your* organisation is about. It should take no more than ten minutes to complete. **Please print clearly, using BLOCK LETTERS.**

YOUR ORGANISATION'S PROFILE

1. Organisation Name

2. Any suffixes (such as 'Pty Ltd' or 'Ltd' and/or single phrase describing your organisation such as 'Recreational Centre' or 'IT Management Group')

- Please just use the organisation name in the logo design, without any suffixes
- Please include this suffix in the logo design
- Please develop a logo that works both with and without this suffix

3. Type of Organisation:

- Commercial enterprise Community organisation
- Other (please specify): _____

4. Description: Please briefly describe your organisation's main purpose and services

5. Target Market: Please briefly describe the main target market of your organisation

freeing you to do what you do best

YOUR ORGANISATION'S IMAGE

6. Words to describe your organisation

This list of words is a starting point for you to indicate the kind of image you want to convey about your organisation. Tick any and all that sum up how you would like your organisation to be perceived by your target audience:

<input type="checkbox"/> Strong	<input type="checkbox"/> Ingenious	<input type="checkbox"/> Reliable
<input type="checkbox"/> Trustworthy	<input type="checkbox"/> Radical	<input type="checkbox"/> Traditional
<input type="checkbox"/> Initiative-taking	<input type="checkbox"/> Clever	<input type="checkbox"/> Complex
<input type="checkbox"/> Pays attention to detail	<input type="checkbox"/> Straightforward	<input type="checkbox"/> Playful
<input type="checkbox"/> Supportive	<input type="checkbox"/> Streamlined	<input type="checkbox"/> Polished
<input type="checkbox"/> Gentle	<input type="checkbox"/> Calm	<input type="checkbox"/> Flexible
<input type="checkbox"/> Other (please specify): _____		

OTHER DETAILS (OPTIONAL)

7. Links with other organisations or logos

If you would like your organisation's logo to be compatible with or resemble another organisation's logo, please provide details here:

Name of other organisation: _____

<input type="checkbox"/> Hard copy sample attached	OR
<input type="checkbox"/> Sample emailed to info@monounlimited.com	OR
<input type="checkbox"/> Website address displaying logo: _____	

8. Similar conceptual ideas

If you feel another (unrelated) organisation has a similar concept to what you would like, please provide details here:

Name of other organisation: _____

<input type="checkbox"/> Hard copy sample attached	OR
<input type="checkbox"/> Sample emailed to info@monounlimited.com	OR
<input type="checkbox"/> Website address displaying logo: _____	

9. Colours

If you have any particular colours in mind, please indicate these below. **If you know the Pantone or CMYK markings, please indicate these also** (otherwise leave blank)

<input type="checkbox"/> Main colour:	_____
<input type="checkbox"/> First contrasting colour:	_____
<input type="checkbox"/> Second contrasting colour:	_____

10. Any other details: Please include any other details here (if you require more space, please attach another sheet of paper)

TERMS AND CONDITIONS

The cost for logo design for your organisation is \$700 + GST.

Included in this cost:

- Three significantly different visual concepts, according to the guidelines outlined above
- Up to five minor adaptations to one of these concepts, in order to reach a final logo design
- CD containing all files related to this logo design, including Illustrator, EPS, TIFF, JPEG and PDF files, at 300 dpi (suitable for printing) and 72 dpi (suitable for web use)
- The full and unlimited ownership rights to all files and the logo design itself

The turnaround time for the first stage of developing three initial concepts, is 2-3 weeks. Proofs will be emailed to you in PDF format. The timeline for the finalising of the design will then depend on your feedback to these initial concepts.

Payment is due irrespective of whether you decide to use any of the three visual concepts supplied. If you require more than five minor adaptations of one of these concepts, or would like us to develop other significantly different concepts from the initial three provided, we would be happy to do so at an additional cost of \$80 per hour + GST.

Payment terms are strictly seven (7) days nett upon completion of the final design. The final CD of files will not be supplied until your payment has been cleared. A 50% deposit may be required prior to the commencement of work, at the discretion of Mono Unlimited.

This form, including the details and costs it outlines, is valid until 30 June 2013. If you wish to proceed after this date, please contact us to confirm current details.

AUTHORISATION TO PROCEED

Please complete if you wish to proceed (please note that all sections must be completed prior to commencement of work)

- I hereby authorise Mono Unlimited to commence work on the design of my organisation's logo, according to the details supplied above
- I understand that in signing this form, my organisation is committing itself to the terms and conditions listed above
- I hereby confirm that I am an official representative of my organisation, authorised to conduct business on its behalf

Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Signed: _____ Date: _____

***When completed, please return form to Mono Unlimited
PO Box 324 Ashburton Victoria 3147, or fax to (03) 9885 5891***