

DESIGNPARC

Logo Design Intake Form

Client Profile (part 1 of 3)	
Company Name:	Contact Person:
Street Address:	
Address 2:	
City:	
State:	Zip Code:
Phone (incl Area Code):	
Email:	
Website:	
Referred by:	

Share Your Idea of the Perfect Logo (part 2 of 3)
Where did you get the idea for the name of your company?

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Describe your company's service and/or product:

How would you characterize your company's style/brand?

When someone asks about your company, what would you want people to say?

Describe your company in 3 words:

1.

2.

3.

Describe your target market (ex: professional women ages 18-24, homeowners ages 32-45):

Describe any ideas you have in mind for your new logo:

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What is the overall feeling you want your logo to portray?

What color(s) would you like for your logo?

Are you looking to incorporate any particular style of font? (ex: script, serif, sans serif)?

Are you looking for a graphic element (flourish, symbol, initial) to incorporate in your logo?

List 3 different items that represent your company (ex: city skyline, tree, lion, etc.):

- 1.
- 2.
- 3.

Provide 3 Websites of logos that you like:

1. http://
2. http://
3. http://

Terms & Policies (part 3 of 3)

You must read these terms and policies and agree to them in order to proceed with this agreement. You are consenting that you have read and understand all terms and policies and that you have completed this contract fully and truthfully. Please print or save a copy of our terms and policies for your records.

I. Payment and Refunds: Half payment is due up front before any work will begin, unless otherwise specified. Due to the custom nature of these products/services, no refunds will be provided once work has begun.

II. Turnaround Times: Please be aware I often have a waiting list - you will be made aware of this in advance. Also, design is a creative process and turnaround times can often be hard to predict. Turnaround can be 2 days, 2 weeks or even 2 months and depends on the project and the ease of

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communication. I try to complete all projects within 2 weeks, but I cannot guarantee a specific timeframe. Please be patient and check in with me if you have any questions or concerns.

III. Cancellation: If for some reason you need to cancel your order before work has begun you must submit a request in writing (via email). I will take your request into consideration and let you know if a refund is possible.

IV. Copyright: Under US Copyright law, the designer / artist is the owner of all files and artwork created for the client. All designs are registered formally with the US Copyright Office.

V. Client Usage: Designs may be used for print, web, television or other media. Custom logos cannot be altered in any way without written permission. Pre-approved alterations include color changes, tag-line removal and the stand-alone usage of the graphic logo-mark portion of the design (such as illustration or initials). Please do not alter the layout, scale or overall feel of the design without written permission.

VI. Final Files: Clients are allowed to choose only one final logo design. Final designs will be delivered electronically. You will receive the original vector file. You may also request other files, such as but not limited to, png, jpg or pdf at no additional cost.

VII. Miscellaneous: All designs, concepts, slogans or other materials displayed by the designer, which are not selected will remain the full property of Reid Walley / Designparc, Inc. All designs / artwork remain the copyright of Reid Walley / Designparc, Inc. Prices and policies are subject to change without notice.

I HAVE READ, UNDERSTAND AND AGREE WITH THE ABOVE TERMS AND POLICIES.

Print Your Full Name:

Your Signature:

Today's Date:

Option 1: Save this document and email to: reid@designparc.com

Option 2: Print out and fax to: 814-284-9925

Option 3: Print out, scan and email to: reid@designparc.com