1. What name do you wish to use in your logo design? (Please ensure you have registered any associated domain names).
   Fort Clannard

2. What specific tagline do you wish to see in your logo design (if any)?
   Leather

3. Do we have free reign to use upper and lower case characters where appropriate?
   Yes, though capitals for the tagline

4. What is your business sector?
   Leather goods

5. What kind of products and/or services do you provide?
   Wallets and handbags currently

6. Where do you intend to apply your logo?
   Website, product, promo material and office documents

7. Who is your target market?
   25-60 year olds
8. What kind of feel would you like your logo to project? i.e. Corporate, classy, fun.

Luxurious and prestigious

9. Which of the following logo styles do you prefer?

- Icon above text
- Icon at side of text
- Icon & text incorporated
- Enclosure
- Text only
- Custom Text

10. Which of the following font styles do you prefer?

- Serif
- Sans Serif
- Script
- Block
- Decorative
- Heavy Script
11. Are there any specific elements (pictures for example) you’d like to see in your design?

A soldier stood to attention with a spear

12. Are there any specific elements you do not want to see in your design?

Too much detail. Image can be a silhouette with minor details added

13. What are your preferred colors?

Maroon and Black

14. Which colors do you dislike (if any)?

Green, yellow, blue

15. How many colors would you like to use in your design?

2

16. Please mention any specific existing logo styles which you favour

BT (British Telecom)

Louis Vuitton

Burberry

Coach New York
Is there any additional information you’d like to add which would help? The soldier image should be simple, but should still have some prominent interesting minor details and styling. It should not be a simple silhouette. The image needs to carry a quality of simplicity since it will be branded onto our leather goods.