



Brand Development Document

PLEASE GIVE US AS MUCH INFORMATION AS POSSIBLE
TO HELP US CREATE THE BRAND OF YOUR DREAMS!

WHEN WE HAVE RECEIVED YOUR FORM, WE WILL SET UP A BRAND CONSULTANCY
CALL WITH OUR DESIGNERS TO CLARIFY THE FORM. FOLLOWING THIS A 50%
DEPOSIT WILL BE REQUIRED BEFORE ANY DESIGN WORK IS COMMENCED.

Customer Details

Customer Name	
Customer Address	
Shipping Address	
Invoice Address	

Clinic Details

Clinic Name			
Clinic Address			
Email Address		Clinic Website	
Phone Number		Mobile Number	

Brand Details

Brand Name	
------------	--

I have a logo I would like to use

Please email a high resolution file in any of these formats (minimum size of 1mb) to **design@5squirrels.com**:



Adobe Illustrator file (.ai)



Adobe PDF (.pdf)



Encapsulated Postscript (.eps)



Jpeg (.jpg)

I do not have a logo for my brand skincare & would like to pay £195 for 5 Squirrels to design my logo.



I have a Pinterest board with my brand ideas

I do not have a Pinterest board with my brand ideas

If you have any benchmark brands or images you like the look of please send us imagery.

If you have a specific CMYK or Pantone colour(s) then please list them below.



I would like to use the following colour(s) for my brand. Write the colour code that you would like in the box below:

Label Background Colour(s)

I would like to use the following colour(s) for my label background. Write the colour code that you would like in the box below:

Logo Colour(s)

I would like to use the following colour(s) for my label background. Write the colour code that you would like in the box below:

Text Colour(s)

I would like to use the following colour(s) for my label background. Write the colour code that you would like in the box below:

I would like metallic effects used in my design: Silver

Gold

I would like barcodes on my label designs: Yes

No

I would like product boxes: Yes

No

Fonts (if known)

Font Name	
Font Colour(s)	

Brands

I like the look & feel of the following brands:	
---	--

Target Audience

Please describe in detail your target audience:	
---	--

Brand Description

Please explain in at least 50 words how you would like your brand to look in detail:	
---	--

Skincare Products

PLEASE TICK WHICH SKINCARE PRODUCTS YOU WOULD LIKE IN YOUR RANGE.

REVEAL	PROTECT 20	QUENCH	R*	CALM	PURIFY
PREPARE	PROTECT 50	C-10	REMOVE	THRIVE	HYDRATE
REJUVENATE	H ₂ ∞	C ²⁰	RF	LIP COMPLEX	ILLUMINATE
CLEAR	GLOW	RECOVER	LIFT	LIP PLUMPER	ZAP
FREEZE	CONTROL	SUPERB			

Wellness Products

PLEASE TICK WHICH WELLNESS PRODUCTS YOU WOULD LIKE IN YOUR RANGE.

INNERB

VITAL