



Brand Development Document

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

IN ORDER TO GET STARTED ON YOUR WORK,
WE ASK THAT YOU PAY 50% OF YOUR INVOICE.
ONCE PAID WE SHALL BOOK YOU IN
FOR A TELE CONFERENCE WITH ONE OF OUR DESIGNERS.

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	
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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 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

Fonts (if known)

Font Name	
Font Colour(s)	

Brands

I like the look & feel of the following brands:	
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Target Audience

Please describe in detail your target audience:	
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Brand Description

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

PLEASE TICK WHICH PRODUCTS YOU WOULD LIKE IN YOUR RANGE.

REVEAL	PROTECT 20	QUENCH	R+	
PREPARE	PROTECT 50	C-10	CLARITY	LIP COMPLEX
REJUVENATE	H ₂ ∞	C ²⁰	REFINE	LIP PLUMPER
HYDRATE	GLOW	RECOVER	LIFT	