Logo animation brief

Fill this in and send it with your logo. It answers the questions I ask at the free consultation, so your estimate in hours is ready sooner.

01 YOUR LOGO FILE

- [ ] AI
- [ ] EPS
- [ ] SVG
- [ ] PDF
- [ ] Only a picture (PNG or JPEG)

A picture is fine. It is rebuilt as a vector first.

02 WHERE IT WILL PLAY

- [ ] Website header or hero
- [ ] YouTube or video openers
- [ ] Ads or presentations
- [ ] Reels, TikTok, Stories
- [ ] Instagram or Facebook feed
- [ ] Email or signature
- [ ] Event screens

03 THE FEEL, IN TWO OR THREE WORDS

For example: calm, bold, playful, luxury, techy.

04 SOUND

- [ ] Silent
- [ ] Sound effects
- [ ] Music

For music: a royalty-free track you have rights to, or ask me to help find one.

05 ANIMATIONS YOU HAVE SEEN AND LIKED (ANY BRAND)

06 WHEN YOU NEED IT

Most logo animations are done within 2 to 3 days of starting.

07 YOUR NAME AND BEST WAY TO REACH YOU

Pricing: most logo animations take 2 to 10 hours. $75 an hour pay as you go, or prepaid blocks of 10 hours for $550 and 20 hours for $800.