

DESIGN BRIEF

Please be as detailed as you can in answering the following questions.

Contact:

Company:

LOGO WORDING

Exact spelling of the logo

TAGLINES

Is there a tagline and does it need to be incorporated into the logo?

CORPORATE PROFILE

Summary of business. What do you do?

MARKET POSITION & COMPETITORS

Please evaluate your company relative to your competition. Who are your main competitors? Is your company unique or one of many?

COLORS

Are there any specific colors or number of colors you would like to use? Any colors to avoid?

DO'S & DON'TS

Are there any specific things that need to be incorporated into the logo or avoided?

STYLE

What type of feel, style, or look does the logo need to convey?

MESSAGE

What message do you want the logo to convey?

TARGET AUDIENCE

Who do you want to reach? (age, gender, income, employment, geography, lifestyle, etc)

KEYWORD IMPRESSIONS

Please list keyword impressions the logo needs to convey

GOOD DESIGNS

What visual style of logos do you like? Please give some examples

BAD DESIGNS

What visual style of logos do you dislike? Please give some examples

LOGO USAGE

Where will the logo be used? Web, print, etc?

BUDGET & SCHEDULE

How much have you budgeted for the logo design project? When does the logo need to be completed?

*The design goes through 4 stages: 1. Design brief 2. Research & Brainstorming, Sketching
3. Rendering & Presentation 4. Changes or Final touches.*

FINAL THOUGHTS

Did we miss anything?