

Logo Design Brief



Please answer as many questions as possible.

This will establish a design brief and give you the logo of your dreams.

Business name

Address

Client name

Phone number

Email

Company-related questions

1

How would you describe your services and/or products?

2

Why do you want a new logo?

3

What are the long term goals of your company?

4

Who are your main competitors?

5

How are you different from your competitors?

6

Who is your target market?

Project-related questions

7

Do you have a tag line? If so, would you like it stated along side your logo?

YES

NO

Tagline

8

Do you have any specific imagery in mind for your logo?

9

Do you have any colour preferences, or existing brand colours?

10

Do you have any colours that you do not wish to use?

11

What feeling or message do you want your logo to convey to those who view it?

12

How do you prefer your logo to be worded or written out?

Example: thedesigncubicle or the design cubicle

13

How would you like the typography to appear?

Script

Bold

Light

Hand drawn

Custom lettering

14

Where will your logo be used?

Project-related questions cont.

15

What's your preferred deadline, time frame or exact date of completion?

16

Would you like any additional design services with your new logo?

Example: business cards, envelopes, letterheads, etc.

17

What logos appeal to you and why?

Website links and visual examples.

18

OTHER NOTES:

Thank you
for choosing
creative
shell

