LOGO DESIGN BRIEF

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Communication is an important part of our design process. Your answers to the following questions will help us understand your logo project more clearly. The more information you can provide us about your project the more effectively we can strategically tailor and position your logo to represent you in your chosen industry.

A. YOUR BUSINESS/ORGANIZATION

What is your business/organization's mission statement?
Tell us about your business goals and objectives. Who are you? Why do you exist?

What services or products do you provide?
Tell us a little about your services and products. What makes them different from what others are offering in the market? How does it stand out from amongst your competitors?

Your organizations history
Briefly describe any relevant background information about your organization. What is it that you do? Have you been in business long? Are you a large or small business? Private or corporate? (etc).

B. YOUR LOGO/BRAND: VISION & OBJECTIVES

What vision do you have for your brand?

Briefly describe what you would like your logo/brand to communicate.

What is the name of your business/organization?

Please write the name of your business/organization in the way that you would like it to appear in the logo.

Do you have a tagline?

Does your business/organization have a tagline that may, when appropriate, be used in conjunction with your logo?

What foreseeable uses do you have for your logo?

- [ ] Business Cards
- [ ] Stationary
- [ ] Marketing Collateral*
- [ ] Engraving

- [ ] Embroidery
- [ ] Website
- [ ] Signage
- [ ] Stamps

- [ ] Letterpress
- [ ] Decals
- [ ] Other

* Marketing Collateral can refer to pens, hats, water bottles, and other product packaging.

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C. TARGET AUDIENCE

Who do you want to attract?

Please be as specific as possible when describing your intended target audience for your brand. Give us a clear picture of the demographics, eg. gender, age groups, interests, geographic location (city, rural, state, national, international), ethnicity, etc.

D. MANAGING THE PROJECT

What are your expectations for the project?

How often do you want to meet (or have contact) with the designer?

☐ Every 2 Days ☐ Weekly ☐ Biweekly ☐ Never

What is the best way for us to communicate with you?

☐ Phone ☐ E-mail ☐ Skype ☐ In Person

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E. DESIGN PREFERENCES

Does your new logo/brand need to complement elements of existing brands (color, fonts, layout etc) or does it stand on its own?

Provide necessary examples. Let us know what elements you would like to preserve in the new logo design.

Current marketing material

What campaigns are you currently pursuing that we should know about, so as to take them into account when designing. Please provide examples.

Brand Guidelines

Do you require guidelines?* **(+$)**

☐ Yes

☐ No

* Brand guidelines are important if you plan to have other design agencys or designers working with your logo on additional promotional material. It is a document of specifications that ensures the reproduction of your logo is used properly and remains consistent in size, positioning, color etc.

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What style would you like your logo/brand to incorporate?

Provide us with no more than 2 options.

- ☐ Modern
- ☐ Fresh
- ☐ Corporate
- ☐ Abstract
- ☐ Traditional
- ☐ Earthy / Natural
- ☐ Conservative
- ☐ Retro
- ☐ Professional
- ☐ Funky / Youth
- ☐ Fun & Playful
- ☐ Alternative
- ☐ Sophisticated
- ☐ Artistic
- ☐ Eco friendly
- ☐ Edgy

Are there any other words you would use to describe the style of your logo/brand?

What colors would you like for your logo/brand?

If you know the exact colors you would like to use, please provide the RGB, CMYK or Hex values. If unsure, the designer will decide on the colors, as appropriate.

Please specify if there are any specific symbols or imagery to be used in conjunction with the logo/brand.

If there are, please provide them below. If not, the designer will choose symbols on your behalf, as appropriate.

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Fonts

Are there any specific fonts you would like to use? If not, the designer will select these as appropriate.

☐ Yes   ☐ No

If YES, please provide the names below, or if they are commercial fonts please email them to 'markbuschgens@mac.com'.

What existing logos do you like?

If applicable, please provide us with names or URL's

Is there anything else you would like to mention in regards to the design of your logo/brand?

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F. COMPETITION

Who would you say is your primary competition?

If applicable, please provide us with names or URL's. This is to help us distinguish your logo/ brand from your competition.

G. PROJECT TIMELINE

What is your deadline for completing your logo design?

☐ 1 Week **(+$)**   ☐ 2 Weeks   ☐ 3 Weeks   ☐ 1 Month

SUBMIT

Thank you for taking the time to complete this form
We will get back to you shortly with your initial design concepts

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