

Logo Design Brief



**Graphic Design
& Illustration**

Company-related questions

1- How would you describe your services and/or products?

2- What are the long term goals of your company?

3- Why do you want a new logo? (if you already have one)

What do you want your new logo to accomplish?

4- Who are your main competitors? (to get a better feel for your market and competition)

5- How are you different from your competitors?

6- What's the age range of your target customer base?

This Helps in creating an overall feeling and impression of the logo.

Project-related questions

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

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

9- Do you have any color preferences, or existing brand colors?

10- Do you have any colors that you do not wish to use?

11- What adjectives should best describe your logo?

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Logo Design Brief 2.



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12- What feeling or message do you want your logo to convey to those who view it? Circle which apply:

Bold Conventional Corporate Masculine Modern Elegant Feminine Soft Quirky Fun Playful Childlike

Dark Dangerous Mischievous Solemn Reliious Spiritual Kind Caring Sassy Sexy Seductive Young Old

Other :

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

Example: thedesigncubicle or the design cubicle

14- How would you like the typography to appear?

Example: script, bold, light, hand drawn, custom lettering

15- Where will you logo be used?

Example: print, web...

16- Where will your logo primarily be used?

If the primary usage is for the web, typically horizontal logos work best.

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

18- Budget?

19- Would you like any addition design services to be packaged with your new logo?

Example: business cards, envelops, letterheads, etc.

20- What logos appeal to you and why?

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