



LOGO DESIGN BRIEF

A logo is one of the fundamental building blocks of your brand, we aim to find one that suits the message you are trying to send to your customers and one that you can proudly show off.

You have to be happy with it in the end, it's yours and it's going to be everywhere. Often times people find it hard to even know what they want, this design brief is designed to help you discover it.

1 Are there any ideas you have had for a logo that you might like to see?

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

3 Why do you want a new logo? What do you want it to accomplish?

4 What adjectives should best describe your logo?

5 What feeling or message do you want your logo to convey?

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

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

8

Where will your logo be used?

Business cards, vehicle signage, building signage, t-shirts, coffee mugs, websites, on dark surfaces, on light surfaces, on colored surfaces.

9

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

10

How would you describe your services and products?

Earthy, modern, quirky

11

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

12

What typography style do you like?

Serif Slab-Serif Sans-Serif *Script*
Monospace Handwritten Decorative

13

In what font weight?

LIGHT REGULAR BOLD

▼ ▼ ▼

14 Feminine or masculine looking logo?

15 Young and modern or old and classic looking logo?

16 Playful or serious looking logo?

17 Loud or quiet looking logo?

18 Simple or complex looking logo?
