

Logo Design Brief

Fill out as much or as little as you see necessary

Before we dive into a logo design project, we like to learn a bit more to ensure we understand your business, the market you work in, and your ideal customer. Filling in our 7 question Logo Design Brief will help us to fully understand exactly what it is we will be designing your logo for. We have kept it short and to the point.

This brief will help both of us. It will define the scope of work and outline a clear and concise plan of action so we both know exactly what to expect from the process. It also assures we are both on the same page as far as vision for the project goes. We look forward to illuminating you with a new logo!

- 1.) Company/Product/Service name to be used in the logo
- 2.) Tag line (if any), or would you like help creating one?
- 3.) Tell me a little more about your product/service...
- 4.) Describe the audience you're targeting (age, gender, interests, income, geography, etc.)
- 5.) How do you want to be known in your industry and when compared to your competitors?
- 6.) Do you have an idea of what you want? If so, describe in as much or as little detail as you'd like...
- 7.) Are you currently working with any time constraints? Ideally, how soon would you like to have your new logo completed?