



Logo Design Brief

Client Information:

Name of company: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____ Website: _____

Number of years in business: _____ Number of employees: _____

Product or service provided: _____

Project Specifics:

Logo redesign or new design? _____

What is your deadline? _____ Is this firm or flexible? _____

Exact name for logo: _____

Tagline (if applicable): _____

To be included in logo design? _____ Would you like help creating one? _____

Will you be requiring any additional design services? (i.e. business package, brochures, websites)

If so, would you like these to be included in the project quote (discounted price)? _____



Are there any kind of icons or design styles you wish to include or stay away from? _____

What is your approval process? Who will be my main contact? _____

Project Details:

Why does your business need a new logo? _____

What is the overall goal of having a new logo designed? _____

What are you trying to communicate and why? _____

What words do you want associated with your company? (ie "traditional" "playful" "creative" etc.)



Competition + Audience

How do people learn about your product or service? _____

What challenges does your company face? _____

Your competition: _____

How do you differ from your competitors? _____

Who is your audience? What is your target market demographic? (i.e. age, gender, income, tastes, views, attitudes, employment, geography, lifestyle)

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What does your target market/audience care about? _____



If redesigning, what do you like about your old logo? What don't you like?

Are there any examples of logos that you like? What do you like about them?

Are there any logo examples that you dislike? What do you dislike about them?

What is your budget for this project? _____

Any other specifications that you'd like me to know?

Notes
