Logo Design Brief

For discussion with your client

a.m. insider

Project title:	Briefing date:
Company:	Budget:
Brand(s):	PO number:
Product or service:	
Client name and number:	
Deadline:	Brief taken by:

OVERVIEW

Established company needing new logo: YES / NO   **Established company needing an updated logo:** YES / NO
New company or organisation: YES / NO

Will the logo stand alone YES / NO**, or be part of a suite of logos?**

Business description: (Including product or service, area of expertise, philosophy of business, etc.)

The character of the business:
What is the company personality or image right now?
How would you prefer to be perceived?

The character of the industry/field: (e.g. Conservative, trendy, avant-garde, corporate, technological, etc.)

What are the medium to long-term company goals?

Description of customer base: (What they like/don't like, economic level, age, gender, etc.)

Business is conducted: Nationally / Internationally
If internationally, which countries will your logo be seen or used in?

Will the native language or nationally/culturally-accepted colours need to be incorporated into the logo?

How is the product/service marketed and distributed?

Will the logo feature prominently on the product, or in marketing materials? YES / NO

COMPETITION

List the major competitors:

What do you like/dislike about the competitor logos?

What messages do competitor logos convey to the market?

LEGAL

Will the logo be registered ®? YES / NO   **If yes, by whom?**

If no (or in the interim during registration) will you require a ™ mark on the logo?

DESIGN

List the company colours (if any):

Will the logo need to incorporate the company colours? YES / NO

Do you have any likes or dislikes for particular colours?

Other design comments:

Will you require a brand guideline document to be produced? YES / NO
If yes, will it need to include:
> **Logo variations** YES / NO
> **Colour palette (primary and secondary)** YES / NO
> **Monotone, black and or grey usage** YES / NO
> **Typography** YES / NO
> **Usage parameters and clear space** YES / NO
> **Size** YES / NO
> **Backgrounds** YES / NO
> **Lock-ups/co-branding** YES / NO
> **Photography** YES / NO
> **Tone of voice/writing style** YES / NO
> **Examples of use (e.g. stationery, signage, advertising, vehicles, merchandise, website, apparel, etc)** YES / NO

NOTES