

Logo Briefing Document

1. Who is your target audience? _____

2. How do you perceive your brand? Is it:

- Serious and Corporate
- Friendly and fun
- Feminine
- Masculine
- Traditional
- Modern

3. What kind of font best fits with your brand?

My Brand

Formal

My Brand

Informal

My Brand

Fancy

My Brand

Solid

4. Colours - please state if you have any preference for colour

5. Description of what is needed (i.e text only, illustration, icon graphic)

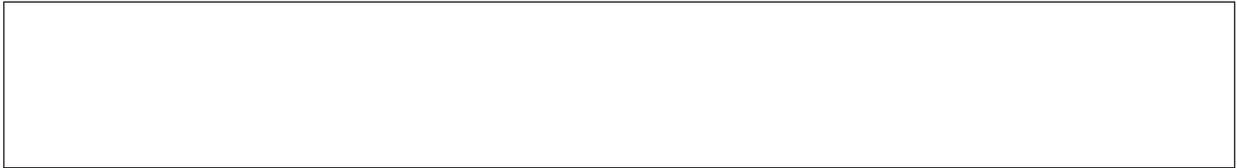
6. Contents (description of must haves, like to haves)

7. Company strapline or short description

8. Examples of competitors logos:



9. Say what you like about their logos



10. Say what you don't like about their logos:



Logo design process and what you get:

We design 4 - 5 logos based on your brief (we may ask you more questions by telephone), we will explore fonts, colours and graphic devices in order to create a unique logo for you.

You will then review what we have done and feed back your thoughts, likes and dislikes and we will work up the favoured logo (or 2) to your specifications. Please bear in mind that we will advise you on logo design during the design process, this is to make sure that we keep the logo clear, readable and most importantly as easily identifiable as **your** brand.

If we have not quite got the logo into its final format, we will take your feedback and tweak once more until we have a design which is professional and that you are pleased with.

Changes to the brief will be charged extra as we will need to start again.

You will presented with a set of finished logos that you can use on websites, MS Office Suite, for print and for large format printing, signage and vehicle livery.

Formats: jpeg, eps, pdf and eps