



LOGO DESIGN BRIEF

20 questions to help in creating a killer logo

PAUL SEAGER
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1. HOW WOULD YOU DESCRIBE YOUR SERVICES AND/OR PRODUCTS?

2. WHAT ARE THE LONG TERM GOALS OF YOUR COMPANY?

3. WHY DO YOU WANT A NEW LOGO? (if you already have one)

4. WHAT DO YOU WANT YOUR NEW LOGO TO ACCOMPLISH?

5. WHO ARE YOUR MAIN COMPETITORS?

6. PLEASE PROVIDE LINKS TO ALLOW ME TO GET A BETTER FEEL FOR YOUR MARKET AND COMPETITION

7. HOW ARE YOU DIFFERENT FROM YOUR COMPETITORS?





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8. WHAT'S THE AGE RANGE OF YOUR TARGET CUSTOMER BASE?

This will help in creating an overall feel and impression of the logo.

9. DO YOU HAVE A TAG LINE? IF SO, WOULD YOU LIKE IT STATED ALONG SIDE YOUR LOGO?

10. DO YOU HAVE ANY SPECIFIC IMAGERY IN MIND FOR YOUR LOGO?

11. DO YOU HAVE ANY COLOUR PREFERENCES, OR EXISTING BRAND COLOURS?

12. DO YOU HAVE ANY COLOURS THAT YOU DO NOT WISH TO USE?

13. WHAT FEELING OR MESSAGE DO YOU WANT YOUR LOGO TO CONVEY TO THOSE WHO VIEW IT?

14. HOW DO YOU PREFER YOUR LOGO TO BE WORDED OR WRITTEN OUT?





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15. HOW WOULD YOU LIKE THE TYPOGRAPHY TO APPEAR?

Examples: *script*, **bold**, light, *hand drawn*, custom

16. WHERE WILL YOU LOGO PRIMARILY BE USED?

For: print, web, shop signs? If the primary usage is for the web, typically horizontal logos work best.

17. WHAT'S YOUR PREFERRED DEADLINE, TIME FRAME OR EXACT DATE OF COMPLETION?

18. WHAT IS YOUR BUDGET?

19. WOULD YOU LIKE ANY ADDITIONAL DESIGN SERVICES TO BE PACKAGED WITH YOUR NEW LOGO?

Stationery, Brochures, Website or Email footers etc?

20. WHAT LOGOS APPEAL TO YOU AND WHY? Please provide examples. These do not have to be related to your business.

SIGNED BY CLIENT: _____

DATE: _____

