

LOGO dESIGN bRIEF

Please complete the below questionnaire. Your responses will help me to better understand you, and your business, so that I can do the best possible job of crafting a logo for you. Please include as much detail as you can, and feel free to contact me if you have any questions.

What is the name of your business (as it will appear in your logo)?
Is there a story behind the name?

Do you have an existing or old logo? If so, what do you like, and dislike, about it?

Do you have a tagline? If so, would you like this to be part of your new logo?
Please provide it below.

What inspired you to start your business? What's your story?

What are your business aims? Do you have a mission statement, or a set of values?
Please provide these below.

What specific services or benefits do you offer?

What are your short and long-term goals?

Who is your target market? Describe your customer/client.

Who are your main competitors? What do you like, and dislike, about their logos?

How would you like someone to describe your business? What adjectives might they use? E.g. Honest? Reliable? Friendly? Fast?

What 6 words would you use to describe your brand style? E.g. Colourful? Minimal? Sweet? Edgy?

Can you name at least 3 existing brands that you admire. Please include links to their websites.

What colours or imagery best reflect your brand? E.g. Bights? Florals? Abstract shapes?

Is there anything else you would like to tell me about yourself, your business or your vision for your new logo?