

Client brief logo design

Completing this design brief form is an essential part of the design process, ensuring that we are able to provide you with a logo that exceeds your expectations first time, avoids delays and helps keep the project within the budget.

Company name: _____

Strapline: _____

Company address details: _____

Please list 3 examples of logos that you like:

- | | |
|----------|----------------------------------|
| 1) _____ | What do you like about it? _____ |
| 2) _____ | What do you like about it? _____ |
| 3) _____ | What do you like about it? _____ |

Please list 3 examples of logos you dislike:

- | | |
|----------|-------------------------------------|
| 1) _____ | What do you dislike about it? _____ |
| 2) _____ | What do you dislike about it? _____ |
| 3) _____ | What do you dislike about it? _____ |

Are there existing colours that need to be used? (please list pantone refs or CMYK values if known)

What is the key message you'd like to communicate with your logo? _____

What are your company's unique selling points?

- | |
|----------|
| 1) _____ |
| 2) _____ |
| 3) _____ |

Do you have any ideas you'd like us to bear in mind? Yes No

Which of these words best represents what you'd like your logo to be?

Contemporary / Traditional

Colourful / Muted

Natural / Techno

Ornate / Simple

Thank you for taking the time to complete this brief - we really appreciate it :o)