

## Logo Design Brief

### Client Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (\_\_\_\_\_) - \_\_\_\_\_ - \_\_\_\_\_

### Project Information:

Deadline: \_\_\_\_/\_\_\_\_/\_\_\_\_

Budget:  .

Company Name:

What services are offered:

Target Market:

Most important message to be conveyed:

What feelings will this logo evoke:

Keywords to describe your company:

Type of logo preferred:

How many colors/Preferred color choices (reccomended no more that three colors):

Additional information:

Please fill out the survey below for me to get a better understanding of you and your company/brand. It will aid me in my designing process.

### General Questions

1. what is your business?

2. How old is your company

3. Size of your company?(i.e. amount of people, locations etc.)

4. Describe your business in one sentence.

5. In two words?

6. In one word?

### In Depth Interview

8. How did you start the company?

9. Is there a story that is unique to your company?

10. If your company/brand was a person who would it be?



11. If your company/brand was an object what would it be?

12. If your company/brand was an animal which one would it be?

13. Is there an important object, building or person for your business?

14. What do you wear to work?

### **The Market**

15. How does the market see your company today?

16. What aspect of your image needs improvement?

17. How do you want your image to be seen in 2 years?

18. who are your competitors?

19. How are they better/worse than your product/service?

### **The Target**

20. Who is your customer?

21. If your customer was a cartoon character who would it be?

### **Current Identity**

22. Do you have an identity?

23. what do you like about it and what do you not like about it?

