



## **Creative Brief.** Logo Design & Branding.

**On the next few pages you will find a briefing form regarding your company and/or product and the project.** Fill it in as accurately as possible. The information provided in this brief will help us properly evaluate and execute your project.

## ABOUT THE COMPANY

**01. What's the name of your company/product?**

**02. In which business sector does your company operate?**

e.g. nonprofit, healthcare, technology, etc.

**03. Describe your company's business.**

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**04. What products/services does your company offer?** Describe them.

**05. What channels does your company use to contact potential clients?** Print ads, social media, web ads, direct, etc.

**06. Who are we talking to?** Audience demographic, psychographic, and relevant behavioral information.

**07. What reactions are desired when your target audience meets your brand?**

**08. List brands competitive towards your brand (with links to their websites).** Are they your direct competition? How do their actions affect your brand? Take into consideration direct/indirect and local/global competition.

## ABOUT THE PROJECT

### 01. Project range.

Logo

Rebranding

Logo + Brand Guide

Upgrading Existing Logo

Full Branding System (Logo, brand guide, stationery, website, etc.)

### 02. Company or product name which will be a part of the logo? Include lower and uppercase letters.

### 03. Slogan/Tagline? Will the slogan will be a part of the logo or will it be optional?

### 04. What style of logo?

**Word Mark**  
Organization name in a stylized type/font becomes the logo.

**Letter Mark**  
Letters/initials from your business name are used to create a logo.

**No Preference**  
Designer's choice.

**Pictorial Mark**  
An image or shape that is easily recognizable is used to represent your business.

**Emblem**  
Organization name enveloped by a pictorial element or shape.

**Abstract Mark**  
An abstract shape or symbol is used to convey the values of your business.

**Character**  
A character or mascot to represent your business.

### 05. Main Mediums? Where will the logo be used? File formats, jpg, gif, png, eps, pdf, etc.

### 06. Logo Characteristics. Feminine, young, luxury, modern, playful, loud, refined, simple, subtle, masculine, mature, economical, classic, serious, quiet, complex, obvious, spatial, dynamic, retro, technical, futuristic.

## ABOUT THE PROJECT

**07. Logo Color.** Preferred colors, colors to avoid?

**08. Mandatory Elements?** Define any mandatory requirements or legal considerations including legal trademarks, copyrights.

**09. Logos which you like or dislike?** Why these? Explain briefly and provide URL.

**10. References and inspirations.** List website addresses, which can be used as benchmarks or which reflect the way you imagine your project to look like.

**11. Desired date of completion?** When would you like to see your brand launch? Specific key dates.

## MATERIALS NEEDED IN BRANDING SYSTEM

### 01. Office Supplies.

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Document Folders | <input type="checkbox"/> Pens                                |
| <input type="checkbox"/> Letterhead     | <input type="checkbox"/> Binders          | <input type="checkbox"/> Document Templates                  |
| <input type="checkbox"/> Envelopes      | <input type="checkbox"/> Notebooks        | <input type="checkbox"/> Forms sales form, return form, etc. |
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### 02. Promotional Materials.

- |  |                                    |                                       |
|--|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Catalog       | <input type="checkbox"/> Billboard | <input type="checkbox"/> Door Hangers |
| <input type="checkbox"/> Brochure      | <input type="checkbox"/> Cups      | <input type="checkbox"/> Decals       |
| <input type="checkbox"/> Leaflet/Flyer | <input type="checkbox"/> T-Shirts  | <input type="checkbox"/> Bags         |
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### 03. Brand Experience.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Advertising Campaign | <input type="checkbox"/> Tradeshow/Event | <input type="checkbox"/> Product Launches      |
| <input type="checkbox"/> Web/Interactive      | <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Mobile Marketing      |
| <input type="checkbox"/> Packaging            | <input type="checkbox"/> Social Media    | <input type="checkbox"/> Video/Motion Graphics |
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### 04. Other. Any other needs not listed above.