



# need a logo?

*You've  
come to  
the right  
place!*

But before we get to work on your shiny new logo, we need YOU to get to work on this creative brief.

*Ugh, I hear ya.* You thought your days of homework ended long ago, but we really need you to sharpen those pencils and put some thought into this assignment. No pressure or anything, but it really is the most important step in the creative process. Providing us with an A+ brief will ensure that we can provide you with a logo that exceeds your expectations — while avoiding delays, saving money and keeping the timeline (and everyone's sanity) in tact.

***Ready? Let's get you a logo!***

## Creative Brief

### WHO ARE YOU?

Client \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Tell us a bit about your company or organization \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you have a logo currently?  Y  N

If Yes, please tell us why you are looking to get a new logo? Are there any parts & pieces from your current logo that you want to keep in the new version? Can colors & fonts change? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Write the exact name as you would like it to appear in the logo: \_\_\_\_\_

Do you have a tagline? \_\_\_\_\_

Would you like the tagline to be in a version of the logo?  Y  N

How would you like to be perceived? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## WHO'S YOUR IDEAL AUDIENCE?

Who is the target audience demographic?

Age \_\_\_\_\_ Gender:  M  F Ethnicity \_\_\_\_\_ Economic Status/Job Title \_\_\_\_\_

\_\_\_\_\_

## WHO'S YOUR COMPETITION?

In your industry, who is your primary competitor? What is the primary differentiation between your company and this competitor?

In what areas are your competitors strongest/weakest? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## MOOD KEYWORDS

What keywords best describe your business? Feel free to write in your own in the blank space provided.

- |                                      |                                      |                                       |                                  |                                     |
|--------------------------------------|--------------------------------------|---------------------------------------|----------------------------------|-------------------------------------|
| <input type="checkbox"/> Dependable  | <input type="checkbox"/> Established | <input type="checkbox"/> Enthusiastic | <input type="checkbox"/> Fun     | <input type="checkbox"/> Precision  |
| <input type="checkbox"/> Progressive | <input type="checkbox"/> Edgy        | <input type="checkbox"/> Unique       | <input type="checkbox"/> Serious | <input type="checkbox"/> Original   |
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Strong      | <input type="checkbox"/> Integrity    | <input type="checkbox"/> Hi-Tech | <input type="checkbox"/> Mainstream |
| <input type="checkbox"/> Trendy      | <input type="checkbox"/> Modern      | <input type="checkbox"/> Youthful     | <input type="checkbox"/> Clean   | <input type="checkbox"/> Feminine   |
| <input type="checkbox"/> Masculine   | <input type="checkbox"/> Happy       | <input type="checkbox"/> Sensible     | <input type="checkbox"/> Bright  | <input type="checkbox"/> Dark       |
| <input type="checkbox"/> Bold        | <input type="checkbox"/> Whimsical   | <input type="checkbox"/> Logical      | <input type="checkbox"/> Simple  | <input type="checkbox"/> Luxe       |

## LOGO INSPIRATION

Are there any specific logos that you like? What do you like about them? What logos do you dislike? Why?

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## ADDITIONAL INPUT

Are there any other thoughts or considerations you would like to share about this project or your company?

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## TIMELINE

Please detail the intended timeline for beginning and finishing the project. We will do our very best to stay on track and we ask that you also do your very best to review any proofs and reply with any feedback in a timely manner. The deadline can only be reached if we both do our parts to stay on top of this!

1st proof due on \_\_\_\_/\_\_\_\_/\_\_\_\_ (date)  emailed PDF  in-person presentation

Other important dates during the life of the project \_\_\_\_\_

FINAL LOGO DUE \_\_\_\_/\_\_\_\_/\_\_\_\_ (date)

## DELIVERABLES

Once approved, we will provide you the following file types:

JPG, PNG, PDF, EPS for each logo type: Full color, black and white, white.

We will also provide you with a one sheet detailing the colors and fonts used in your logo.

Did you need the logo in a specific size? W"x H"

# Good job, you!