

LOGO DESIGN BRIEF

Thinking about and answering the following questions will give you the opportunity to express exactly what you want to achieve from the project. It will also provide the designer a point of reference to assess the concepts and visuals by continually going back to the brief to ensure all aspects have been met.

Business name (as registered): _____

ABN: _____

Do you have a tagline that should be included? If not, would you like a quote for one to be developed?

Products and/or services offered: _____

What is your business's mission statement, vision or values? _____

Where is your business located and what area(s) do you service? _____

Who is the target market (age, gender, industry, locality, what they do, what are their attitudes)?

How would you like your target market to perceive your business?

What is the one thing you want them to remember after they have seen your logo?

Who are your main competitors? _____

What is your USP (Unique Selling Point)? i.e. What makes your product/service so special that differentiates you to your competition?

Where will the logo be seen and/or what are the application methods? (Tick all that apply)

- | PRINT | DIGITAL | ADVERTISING | OTHER |
|---|---|---|--------------------------------------|
| <input type="checkbox"/> Stationery | <input type="checkbox"/> Website | <input type="checkbox"/> TV | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Flyers/brochures | <input type="checkbox"/> Email signature | <input type="checkbox"/> Billboard | <input type="checkbox"/> Merchandise |
| <input type="checkbox"/> Packaging | <input type="checkbox"/> Internet advertising | <input type="checkbox"/> Newspaper/Magazine | <input type="checkbox"/> Uniforms |

What words would best describe the way you want your brand to be perceived?

- | | | | |
|---------------------------------------|--|---------------------------------------|--|
| <input type="checkbox"/> Bold | <input type="checkbox"/> Eclectic | <input type="checkbox"/> Independent | <input type="checkbox"/> Sensible |
| <input type="checkbox"/> Bright | <input type="checkbox"/> Effervescent | <input type="checkbox"/> Innovative | <input type="checkbox"/> Sexy |
| <input type="checkbox"/> Budget | <input type="checkbox"/> Elegant | <input type="checkbox"/> Light | <input type="checkbox"/> Sincere |
| <input type="checkbox"/> Calm | <input type="checkbox"/> Elite | <input type="checkbox"/> Likeable | <input type="checkbox"/> Subtle |
| <input type="checkbox"/> Child-like | <input type="checkbox"/> Energetic | <input type="checkbox"/> Loveable | <input type="checkbox"/> Technological |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Expensive | <input type="checkbox"/> Masculine | <input type="checkbox"/> Trendy |
| <input type="checkbox"/> Clean | <input type="checkbox"/> Fashion-forward | <input type="checkbox"/> Mature | <input type="checkbox"/> Trustworthy |
| <input type="checkbox"/> Colourful | <input type="checkbox"/> Feminine | <input type="checkbox"/> Minimal | <input type="checkbox"/> Unusual |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Funky | <input type="checkbox"/> Modern | <input type="checkbox"/> Vivacious |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Happy | <input type="checkbox"/> Prestigious | <input type="checkbox"/> Warm |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Harmonious | <input type="checkbox"/> Professional | <input type="checkbox"/> Wise |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Helpful | <input type="checkbox"/> Relaxed | <input type="checkbox"/> Witty |
| <input type="checkbox"/> Cute | <input type="checkbox"/> High-end | <input type="checkbox"/> Quirky | <input type="checkbox"/> Young |
| <input type="checkbox"/> Dark | <input type="checkbox"/> Honourable | <input type="checkbox"/> Romantic | <input type="checkbox"/> Zany |

Do you have any comments in relation to colour(s)?

Do you have any preconceived ideas about the design direction? If so, please detail below and provide any sketches and/or reference materials you have.

