

LOGO DESIGN BRIEF



This brief is designed to provide enough information so that I can assess the proposed assignment realistically. The information you share here will greatly aid in the design process so that your custom logo will effectively communicate your purpose and preferences.

BUSINESS NAME:

BUSINESS ADDRESS:

BUSINESS WEBSITE ADDRESS:

YOUR NAME:

YOUR EMAIL:

YOUR PHONE NUMBER:

Target audience:

What are your main products and/or services?

What will the logo be used for?

Who are your business competitors?

Name a few businesses you admire in your field:

What makes your business unique from other competitors?

Provide 4-5 words that embody the type of message you would like to communicate in your design. *What should your logo represent? What feelings should it invoke?*

What type of logo would you like: Illustrative, Iconic, or a Logotype?

Illustrative

Design is more complex and depends greatly on the image to explain the concept (ex- Starbucks. NBA. KFC. Nestle)



Iconic

A more abstract illustration with your company name typeset alongside (ex- Ferrari, HP, McDonald's. Nike. AT&T. NBC)



Logotype

This incorporates your company name into the logo itself (ex- Ford, IBM, Microsoft, Coca-Cola. FedEx)



Do you have colors in mind for your logo?

Are there any nuances of spelling that should be taken into account with the business name wording? *Example: all capital letters, or periods included after each letter of an abbreviation.*

Do you have any preferences regarding typeface (style of font)?

Are there examples of logos that you like or dislike? *All work is custom work. I will not copy the designs of another business or artist. However, to know your preferences or the elements you dislike helps me in the process of creating a design you can call your own.*

Are there additional details you would like for me to consider in the design process?

Thank You!

I appreciate your time considering all these aspects of your business. Now, I look forward to creating a logo design that will best represents who you are and what you want to say.

NOTE: Please save this document as your-business-brief.doc (replace "your-business" with the name of your company) and email it to rikyarb@yahoo.com.