LOGO DESIGN BRIEF

1. Company / Brand Overview

Company name:_____

Industry:_____

Website (if applicable):_____

Brief description of the company:

(What do you do? What problem do you solve? Keep this high-level.)

_____

_____

2. Project Background

Why is a new logo needed?

☐ New brand

☐ Rebrand

☐ Brand refresh

☐ Logo extension

☐ Other:_____

What prompted this project now?

(Market change, growth, repositioning, merger, etc.)

3. Brand Personality & Values

Core brand values:

(List 3–5 words, e.g., Trustworthy, Bold, Playful, Premium)

Brand personality:

- ☐ Modern
- ☐ Classic
- ☐ Minimal
- ☐ Bold
- ☐ Friendly
- ☐ Luxurious
- ☐ Innovative
- ☐ Serious
- ☐ Other:_____

4. Target Audience

Primary audience:

Age:_____

Profession:_____

Interests:_____

Mindset:_____

Secondary audience (if any):_____

What should the audience feel when they see the logo?

(e.g., confident, excited, reassured, inspired)

_____

5. Competitive Landscape

Main competitors:

1. _____

2. _____

3. _____

How should your logo stand out from competitors?

(Similar feel vs clearly differentiated)

_____

6. Logo Preferences & Direction

Preferred logo style:

☐ Wordmark

☐ Lettermark

☐ Icon + wordmark

☐ Emblem

☐ Abstract mark

Design preferences:
(Shapes, styles, moods you like)

_____

Colors you like or want to avoid:

Preferred colors:_____

Colors to avoid:_____

Typography preferences:

☐ Serif

☐ Sans-serif

☐ Script

☐ Custom / expressive

☐ No preference

7. Inspiration & References

Brands or logos you admire (and why):

1. _____

2. _____

3. _____

Visual references or links:
(Optional but encouraged)

_____

8. Usage & Applications

Where will the logo be used?

☐ Website

☐ Social media

☐ Print (business cards, packaging, signage)

☐ App / digital product

☐ Merchandise

☐ Other:_____

Any special considerations?
(Small sizes, embroidery, dark backgrounds, etc.)

_____

9. Practical Requirements

Must-have elements:
(e.g., full company name, initials, tagline inclusion/exclusion)

_____

Language considerations:
(e.g., multilingual use)

_____

Legal or trademark constraints:
(If applicable)

_____

10. Deliverables & Timeline

Required deliverables:

- ☐ Logo files (print + digital)
- ☐ Color variations
- ☐ Icon / favicon
- ☐ Brand guidelines
- ☐ Other:_____

Project deadline:
Key milestones (if any):

_____

11. Approval & Decision-Making

Primary decision-maker:
Number of stakeholders involved:

_____

Approval process:
(One decision-maker vs committee)

_____

12. Additional Notes
(Anything else the designer should know?)

_____