

# Questions for The Design Brief

## Your Contact Information

→ **Name:**

→ **Website URL:**

→ **Telephone:**

→ **Email:**

# Logo Information

## → Logo Wording:

Please detail exact wording for the logo, as it might be slightly different to your actual business/company name. For example, for me it's **The Logo Smith**, for Coke it's **Coca-Cola**.

## → Tag-line:

If you have an existing tag line, which needs to form part of the logo, then please include that.

*If you don't have a tag line, then I'd strongly recommend that we work on creating one for you. A good tag line can often form the platform for the visual direction of the logo; helps set and reinforce a narrative.*

## → Reason for Logo Redesign: (if applicable)

If you are looking to redesign your logo, be it an update, refresh or complete overhaul (maybe you're completely starting again in terms of your existing logo and brand identity), then please explain any reasoning/motivation behind this decision.

It is exceptionally important that I understand the reasoning behind any logo or brand update. If you feel it's easier to explain this to me over the phone, instead of writing, then please add that request here instead.

## → Logo Usage and Applications:

Where and how do you plan to use the logo design? It's important that I know how small and how large the logo might be used, as well as other physical and digital applications.

Some examples, but far from complete: *business stationery and promotional literature; internal signage; external signage; vehicle livery; branded clothing; mobile phone application icons; website; large scale commercial advertising; bus shelters; billboards, etc)*

## → What Style of Design Inspires You?

If you have a style of aesthetic that you are drawn to then please list examples. You may have a mood board of logo designs you like, or some other form of list, so just send me anything you have that will help me better understand what you are hoping to see.

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# Company Information

## → What is your Company/ Business About?

This is where I need you to be descriptive and detailed as possible. You need to sell what you do so I can understand, to the best of my abilities, what I am designing a logo and/or brand identity for.

## → Elevator Pitch:

Think along the lines of the Elevator Pitch: you have just a minute, or two, to enthusiastically explain, and describe, what your brand is before I exit the elevator.

## → Unique Selling Point:

What makes your brand Unique? What makes your 'thing' different and/or better than your competitors? What does it offer that nothing else does?

## → Target Audience:

Crucial to know who your brand needs to ideally target, to ensure the best possible uptake. The more I can understand your Audience, the more I'm able to develop a logo with the correct attributes.

Aspects to consider: Gender, Age Range, Geographical Considerations, Income Level etc.

## → **Direct Competition:**

Who do you compete against? Please list names, and URL's, if possible.

## → **Indirect Competition:**

You may have competitors that although are not a direct threat, do share some similarities with what you do. Please list names, and URL's if possible.

## → **Premises and Location:**

Where do you work from? For example: *Office, Home, On-the-Road, Shared Space etc.*

## → **Number of Staff:**

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# Budget and Deliverables/Assets

## → Your Budget in GB £'s:

The more you can afford to invest in your logos development and creation, the more depth, soul and creative flair your logo is likely to have.

*The more time we have to explore design options and directions, then the higher the likely hood we'll find that one great winning design. Additionally, more time means we can spend polishing and refining the chosen design.*

*Trial and error makes up the beginning of a lot of projects. Providing me more time will result in a design that was created through a more natural organic and evolutionary process.*

## → Deliverables/Assets Required:

If you require other deliverables, other than the main brand logo design, then please list these.

Examples could be: stationery design, application icon, social media images, interior/exterior signage designs, logo guidelines, etc.

## → Project Timeline:

If you have a certain timeline in mind, then please let me know. If you have *time on your side*, and have no immediate pressing deadlines, then all the better.

## → **Any other Information?**

If you have other information that would be useful, then please do provide it.

**And that's the end of the questions for now.**

There may be additional queries that I'll need to raise with you during the project, so those can be handled as and when the time comes.