

DATE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## CREATIVE BRIEF

**Who are you?** (what is the new company/organization name? Do you have a slogan or tagline you want to use?)

**What do you see wrong or why are you looking to change your current logo?**

**Who is your target audience?** (Demographics that you are targeting with the company)

**Who are your competitors?** (this will assist us to avoid the use of any specific design graphics or styles of your competitors)

**Where do you see your company in 10 years?**

**Values to convey?** (What are your company's core values? Anything specific you want to try to portray in the logo?)

**Applications?** (Where will this logo being applied? e.g. Web, Print, Stationery, Billboards, Video, etc.)

Examples: <https://99designs.com/blog/tips/types-of-logos/>

**Logo Style?** (What logo style do you desire? e.g. illustrative, logotype, iconography, monogram, etc.)

**Wish List?** (Any specific colors, shapes, fonts, uppercase text, lowercase text, etc.)

**Restrictions?** (Avoiding any specific colors, shapes, fonts, uppercase text, lowercase text, graphical elements etc.)

**Budget?** (Is there a certain price range you're needing to stick to?)

**Additional Information?** (Feel free to let us know any other specifics or information about your company to help us in creating your perfect design)

Client Name: \_\_\_\_\_

Signature: X \_\_\_\_\_