



LOGO BRIEFING FORM

Client details

Company name: _____

Company address: _____

Contact name: _____

Contact email: _____

Contact phone: _____

Logo brief

What is the name of the company exactly as you want it to appear on the logo:

Would you like to include a tagline in your logo? If so what is it?

Who are your three main competitors and what are their websites?

Is there anything you particularly like or dislike about their logos?



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What is the nature of your company/organisation?

Please describe the products or services that you provide:

Do you have an existing identity/logo? If so, why are you changing it?

Do you have a website? What is your website address?

Where will your logo be applied (ie stationery, signage, brochures etc)

Who is your target market? What is the main demographic you are trying to appeal to?

What kind of logo do you envision for your company (traditional, modern, clean, corporate)



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Would you like a symbol or a logotype?

- ☐ A symbol is a stylised illustration with your company name next to it
- ☐ A logotype means your company name forms the logo itself

Do you have any colour preferences for your logo?

Have you seen any logos that have features you would like us to emulate in your logo?

Is there anything you definitely DO want to see in your logo?

Is there anything you definitely DON'T want to see in your logo?

Is there anything else you have in your mind with regard to your logo that we haven't covered above?

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Other notes: