**Logo Design Brief for [Insert Company Name]**

**Designer name:**

## **Company Description**

**Industry:**

**Company history:**

**Company mission:**

**Company size:**

**Staff/team size:**

**Product/service description:**

**Market positioning (what makes the business unique within its marketplace?):**

**Competitors:**

## **Project Purpose**

What are the brand’s main products or services?

[blank space for response goes here]

Who is the target audience for this brand?

[blank space for response goes here]

Briefly describe the message(s) the logo needs to convey.

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Is this a brand-new company or a rebranding project? *(If rebranding, provide some background on the purpose and objectives of the rebrand).*

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## **Research and Inspiration**

Provide a few examples of competitor logos the client likes. Explain what they like about them.

[blank space where they can drag and drop images and write text]

Provide a few examples of competitor logos the client dislikes. Explain what they don’t like about them.

[blank space where they can drag and drop images and write text]

Provide other sources of inspiration from outside the industry to spark ideas.

[blank space where they can drag and drop images and write text]

Provide any design elements that could or should be used and instructions on how to use them.

[blank space where they can drag and drop images and write text]

## **Logo Design Style**

Describe the preferred style for the logo *(for example, “modern and edgy” or “timeless and classic.”)*

[blank space]

Using color psychology principles, list the colors that can be used in the color palette.

[blank space]

Provide details on the kind of fonts and typography you want to use and/or examples.

[blank space]

## **Deliverables**

Please provide as much information as possible about client expectations *(including any visual branding guidelines, dos and don’ts, and elements to include or exclude)*.

[blank space]

Specify all the required file formats and sizes for the logo according to their end use *(for example, different versions for website, social media, or marketing materials)*.

[blank space]

## **Timelines**

Provide a rough list of milestones and deadlines for the project, including revisions.

[blank space]

## **Budget**

Provide the rough budget for this project.

[blank space]

## **Point of contact**

Provide the contact details for the person who will be the main contact point throughout this project.

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