LOGO DESIGN BRIEF

www.logobrandingweb.com

Please answer the following questions to help us understand your brand.

Contact name Click here to enter text.

Company name Click here to enter text.

Email address Click here to enter text.

Telephone number Click here to enter text.

Current web address (if available) Click here to enter text.

Project type *New Design/Re-Design*  Click here to enter text.

Design deadline *Fixed/Flexible* Click here to enter text.

Background information

1. Describe what your business does.  *(e.g. Medium-sized business providing wealth management services, ...)*

Click here to enter text.

1. What is your main product or service?
*(e.g. Event catering such as weddings, corporate parties, re-unions, etc.)*

Click here to enter text.

1. Who is your target audience?
*( e.g. End-user, women, age group 25-45 years of age, etc.)*

Click here to enter text.

1. Who is your competition?
*(e.g. Yoga exercise gear retailers in the city such as lululemon, Angelina's, etc.)*

Click here to enter text.

1. What sets you apart from your competition (USP - Unique Selling Point)?
*(e.g. We are the only fully registered location in West Vancouver, etc.)*

Click here to enter text.

Logo information

1. Please write the exact name as you would like to appear in your logo. *e.g. 123Travel*

Click here to enter text.

1. What is your tagline if applicable? Do you want this in the logo?
 *e.g. "Traveling At Its Best" - No, I don't want it in my logo.*

Click here to enter text.

1. Do you have specific images or icons that you wish or do not wish to be in your logo? *e.g. I wish to have a picture of a plane in my logo but I do not want any cars.*

Click here to enter text.

1. Do you have any colour preferences or any existing colours you want in your logo? *e.g. I wish to use my existing colours red and green OR I wish to have a light blue sea coloured blue and light ash colour scheme.*

Click here to enter text.

1. What attributes of your business would you like your logo to reflect?
*e.g. Professionalism, Class, Edgy*

Click here to enter text.

1. Any logo(s) that appeals to you and why? If so, please provide references.
Click here to enter text.
2. Any other information that would be useful.
Click here to enter text.
3. Where will your new logo be used? *e.g. Print, Website, others*

Click here to enter text.

Please send completed form to our design department.

Save this filled MS Word file from menu above and send to us as an email attachment
(File > Save As, send it to [design@logobrandingweb.com](design%40logobrandingweb.com))

Thank you very much for your time and we'll be in touch.