

The Logo Brief

HOW TO BRIEF YOUR MARKETING AGENCY



Why write a brief?

A design or image-briefing template is a very useful tool. There are many different variations but most are built around the following basic elements.

As you work through the brief you will find that it is one of the quickest ways of focusing on the core activities of your business, its values and the positive influences within your company. Therefore, regardless of whether you feel the time is right for a new logo or not, I would suggest that you give it a go.

What is a brief?

A design brief should be just that. Please don't try and influence the designer's job by making suggestions as to the graphic approach at the outset. Opinions differ in the industry as to just how much graphic input is useful at this stage and evidence proves that this depends very much on the relationship between you and the designer. This is, of course, the time to mention any colours or typefaces that will send you running screaming from the room! It is, however, the designer's job to provide creative suggestions based on the facts as you present them.

At this stage the designer will not know anything about your business, its activities or ethos. Provide as much information as you can at this stage it will save you both time and money.

Richard Taylor

The basics

What does your company do?

Company history

Do you have a niche market, or are you looking to exploit any?

What is the overall objective of the new logo design?

What is the overall objective for the company over the next 3-5 years?

How do you fit into your industry sector and
how do you differ from your competitors?

Do you have a USP and if so what is it?

Revolution or evolution required?

Any unusual size or material applications?

Do we have to accommodate a tagline?

Your target audience

Age

Gender

Attitude

Location

Specific influencers or special interest media?

Background/supporting information

Likes/dislikes or design benchmarks?

What is your budget?

What is the project timescale?

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