



Logo Design Brief

So you need a new logo?

You have already made a great start by choosing Design-o-matic to take you through the process.

We just need a few details from you before we can kick our creative brains into gear. It is important that you answer these questions as honestly and accurately as possible, ensuring we end up with the best possible result. After all, a logo is often your company's one chance at a first impression. Done correctly, it can express your company's ideals, philosophies, services and attitude all in a few words, marks or symbols.

Please fill in this form with as much accurate information as possible.

*Then either **a)** print a copy and fax back to me on 06 3537470*

***b)** if you use outlook for your email, simply press the submit by email button at the end. It will automatically open a new email in your email software and attach the information ready to send to my email address.*

If you have any questions or problems. Please get in touch.

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Logo Design Brief

Contact Details.

Your name.

Your email.

Ph. Landline

Mobile.

Fax.

Your postal address.

The Venture

Legal business/venture name.

Slogan/tagline. (Even if not finalised. Any ideas you have at present.)

Overview/background.

1) Describe the business entity, its purpose/mission/vision/reason for being.

2) What is the entity's structure? (sole corporation, subsidiary, franchisor, joint venture, etc.)

3) What products/services does the entity provide? Will these products/services be branded separately from the entity brand or will they "reside" under the entity brand?

4) What market(s) does the entity compete in?

5) Who are the competitors? If possible, please provide the names, links to websites and descriptions of their products/services.

6) Within each served market, describe the major buying influences. Include demographics & lifestyles for consumers. Include customer motivations, habits and as much demographic as possible for your market and its customers.

7) What are the key features and characteristics that differentiate this entity from its competitors?

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Logo Functions & Descriptors.

1) Here is a list of characteristics and attributes prospects and customers may use to describe an entity, and to which an entity might aspire. (Please tick the most important/appropriate descriptions that honestly reflect the entity, its vision and culture, while also imparting the "image" most appropriate in attracting target markets).

<i>Adventurous</i>	<i>Cheerful</i>	<i>Dependable</i>	<i>First-class</i>	<i>Helpful</i>
<i>Intense</i>	<i>Prestigious</i>	<i>Respectful</i>	<i>Sophisticated</i>	<i>Thrilling</i>
<i>Trendy</i>	<i>Ageless</i>	<i>Competent</i>	<i>Devoted</i>	<i>Friendly</i>
<i>Honest</i>	<i>Likable</i>	<i>Timeless</i>	<i>Progressive</i>	<i>Romantic</i>
<i>Spiritual</i>	<i>Trustworthy</i>	<i>Aggressive</i>	<i>Competitive</i>	<i>Excellent</i>
<i>Fun</i>	<i>Innovative</i>	<i>Eco-friendly</i>	<i>Corporate</i>	<i>Optimistic</i>
<i>Protective</i>	<i>Safe</i>	<i>Strong</i>	<i>Timely</i>	<i>Whimsical</i>
<i>Brilliant</i>	<i>Confident</i>	<i>Exciting</i>	<i>Happy</i>	<i>Insightful</i>
<i>Persistent</i>	<i>Quality</i>	<i>Skillful</i>	<i>Successful</i>	<i>Tranquil</i>
<i>Assertive</i>	<i>Classic</i>	<i>Energetic</i>	<i>Healthy</i>	<i>Joyful</i>
<i>No-nonsense</i>	<i>Powerful</i>	<i>Rare</i>	<i>Sentimental</i>	<i>Sympathetic</i>
<i>Virtuous</i>	<i>Beautiful</i>	<i>Competitive</i>	<i>Flamboyant</i>	<i>Homestyle</i>
<i>Leader-like</i>	<i>Nostalgic</i>	<i>Practical</i>	<i>Romantic</i>	<i>Sparkling</i>
<i>Tangy</i>	<i>Wholesome</i>	<i>Bright</i>	<i>Co-operative</i>	<i>Flirtatious</i>
<i>Humorous</i>	<i>Macho</i>	<i>Green/Eco</i>	<i>Passionate</i>	<i>Protective</i>
<i>Scientific</i>	<i>Steady</i>	<i>Technical</i>	<i>Woodsy</i>	<i>Business-like</i>
<i>Creative</i>	<i>Futuristic</i>	<i>Intellectual</i>	<i>Mysterious</i>	<i>Patriotic</i>
<i>Quick</i>	<i>Elderly</i>	<i>Subtle</i>	<i>Striking</i>	<i>Youth-oriented</i>
<i>Other.</i>				

2) Please list the applications to which the new logo will be applied.

3) Please outline any direction or specific ideas you may have that you want explored or need included in the final outcome. (ie Specific colours, symbols/shapes or objects to include).