Logo Design Brief

Client Information:				
Name of Company:				
Address:				
City:	State:	Zip:	Phone:	
Email:	Website (If any	/):		
Number of years in business:	Number of employees:			
Product or service provided:				
Project Specifics:				
Logo redesign or new design?				
What is your deadline?	Is this f	irm or flexible? _		
Exact name for logo:				
Tagline (if applicable):				
(Kindly mark an x)				
To be included in logo design? Yes:	No: Would yo	ou like help creat	ing one? Yes: No:	
Will you be requiring any additional de	esign services? (i.e. sti	ickers, brochures,	websites)	
If so, would you like these to be includ	led in the project quo	te (discounted pr	ice)?	
Are there any kind of icons or design s	tyles you wish to inclu	ude or stay away	from?	

What is your approval process? Who will be my main contact?				
Project Details:				
Why does your business need a new logo?				
What are you trying to communicate and why?				
What words do you want associated with your company? (ie "traditional" "playful" "creative" etc.)				
, , , , , , , , , , , , , , , , , , ,				

Competition + Audience
How do people learn about your product or service?
What challenges does your company face?
Your competition:
How do you differ from your competitor?
Who is your audience? What is your target market demographic? (i.e. age, gender, income, tastes, views, attitudes, employment, geography, lifestyle)

If redesigning, what do you like about your old logo? What don't you like?
Are there any examples of logos that you like? What do you like about them?
Are there any logo examples that you dislike? What do you dislike about them?
What is your budget for this project?
Any other specifications that you'd like me to know?