

THE CREATIVE BRIEF

BUSINESS OVERVIEW

What does your business do?

What industry are you operating in?

Share an overview of brand story or history of your business/career

COMPETITOR OVERVIEW

List three competitors in your industry and include their URL

What do you like about each of their brand image (*logo etc.*)?

What don't you like about each of their brand image?

In no more than 1-2 sentences, what makes your business and/or services stand out above your competitors?

BRAND PERSONALITY

What is the tone of your brand?

The five attributes that reflect our core values are:

The 5 attributes of my ideal client life or dream lifestyle, I want my brand to reflect are:

The 5 emotions or desires my ideal client aspire to achieve through the use of my brand are:

The 2-3 adjectives that best describe our brand personality are:

I want my brand to make people feel

The 3-5 adjectives that best describe the tone of my brand are:

MUSINGS

Which 3 brands inspire the look and feel of your brand image? (please provide the URLs and state what attributes inspire you and why.)

VISUAL PERSONALITY OF YOUR BRAND

Type of logo *(select the logo forms you desire)*

- Watermark** **Pictorial** **Abstract** **Letterform**

What shape, character or object best symbolizes your brand?

When people see a symbol for your brand what do you want them to think or feel?

COLOUR PREFERENCES

Which colours best represent the personality, look and feel of your brand? *Please include colour codes if you may have already selected.*

TYPOGRAPHY

What are your font Preferences?

FILES REQUIRED FROM DESIGNER

Your design contract should allow you 2-3 logo design options before selecting your final design. Clarify how many rounds of revisions are part of the contract.

All sources files for the logo (ai, eps, png, pdf and gif)

All final colour codes in CMYK, RGB and HEX

- Horizontal Design**
- Vertical Design**
- Full Colour Logo**
- Favicon (Little Logo)**
- Black and Reversed Logo**

NOTES