



HKgraphics

#straighttalkingdesign

Let's talk...

Helen Kirkby

07967 914 793

helen@hkgraphics.co.uk

hkgraphics.co.uk

[linkedin.com/in/helenkirkby](https://www.linkedin.com/in/helenkirkby)

LOGO DESIGN BRIEF

Date

Project name

Client name

Company name

Tel

Email

Website

PROJECT SCOPE

What elements will you need to support your business (please tick):

- | | | | |
|---|-------------------------------------|------------------------------------|--|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Stationery | <input type="checkbox"/> Leaflets | <input type="checkbox"/> Brochures |
| <input type="checkbox"/> Exhibition banners | <input type="checkbox"/> Adverts | <input type="checkbox"/> Postcards | <input type="checkbox"/> Canva templates |
| <input type="checkbox"/> Social media banners | <input type="checkbox"/> Website | <input type="checkbox"/> Other | |

What is the deadline for this project and why?

YOUR BUSINESS

What is the name of your company?

Do you have a company tag-line or slogan?

What product(s) or service(s) does your business provide?

Is there a unique story behind your business?

Where do you see your business in 5 years time?

Continued...

Is this an existing business? Yes No

If 'yes', what do you dislike/or isn't working with your current logo/branding?

What is your mission?

What are your strengths?

YOUR LOGO

What name would you like on your logo?

Where will your new logo be used?

What brands or logos, regardless of industry, have a similar look and feel to the style you're looking for?

Are there any fonts, colours or images/icons that you would like to be used in the logo?

Are there any fonts, colours or images/icons that you would like to be avoided?

What tone would you like to convey, ie. high-end, helpful, techy, holistic, approachable, bold, serious, fun:

Where will your logo be used?

YOUR COMPETITION

Who are your main competitors?

What differentiates you from your competitors?

Why should your audience choose you over the competition?

YOUR AUDIENCE

Who is your target audience (age/culture/location etc)?

Describe your ideal customer

What is the overall message you want to convey to your target audience?

What words do you want your audience to associate with your company?

COMMUNICATION

How do you prefer to communicate?

What days/hours do you work?

ANYTHING ELSE?

Are there any further ideas you would like me to develop within the brief?

Please share any other information you feel is relevant to this project

Please return to: helen@hkgraphics.co.uk

Thank you.