

Robert Lane

# Logo Design Brief

Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Website: \_\_\_\_\_

What wording would you like to use?

\_\_\_\_\_

What is your tag-line or slogan?

\_\_\_\_\_

What types of products or services do you offer?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What logos do you like and why? (Please give me information to view these logos.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are some logos you dislike and why?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Preferred Typography:

Heavy

Light

Modern

Classic

Handwritten

Other: \_\_\_\_\_

Do you have any specific images or icons that you would like to see incorporated into that logo?

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What are your preferences for these symbols:

- Minimal
- Abstract
- Illustrative
- Bold
- Other: \_\_\_\_\_

Desired Colors:

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Colors to avoid:

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In once sentence describe your company?

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Who are your competitors? (Please give me information to see their website, logo, etc.)

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Any additional information that you think would be helpful for this process:

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I trust that the answers to these questions were not extremely difficult, but detailed information is critical for me to deliver a logo that is perfectly suited for your venture. Please go back and check your email and contact information. Thank you for your time in completing this questionnaire.