



## NorthtotheLeft

Design and Brand Identity Consultants

14 Station Road, Poulton-le-Fylde,

Lancashire FY6 7HU

call us on 0330 606 6601

or email [hello@northtotheleft.co.uk](mailto:hello@northtotheleft.co.uk)

## Logo design brief (1/5)

Client:

Date:

Subject:

Briefed by (name and job title/responsibility):

### Company-related questions:

1. How would you describe your services and/or products?
2. What are the long term goals of your company?
3. Why do you want a new logo? (if you already have one) What do you want your new logo to accomplish?  
This question helps to understand the problem.
4. Who are your main competitors? Providing links allows us to get a better feel for their market and competition.



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## Logo design brief (2/5)

5. How are you different from your competitors?

6. What's the age range of your target customer base? This helps in creating an overall feeling and impression of the logo.

### Project-related questions

7. Do you have a tag line? If so, would you like it stated along side your logo?

8. Do you have any specific imagery in mind for your logo?

9. Do you have any color preferences, or existing brand colors?



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### Logo design brief (3/5)

10. Do you have any colors that you do not wish to use?

11. What adjectives should best describe your logo?

12. What feeling or message do you want your logo to convey to those who view it?

13. How do you prefer your logo to be worded or written out? Example: thegustoinn or the Gusto Inns.

14. How would you like the typography to appear? Example: script, bold, light, hand drawn, custom lettering etc.



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### Logo design brief (4/5)

15. Where will your logo be used? Example: print, web etc.

16. Where will your logo primarily be used? If the primary usage is for the web, typically horizontal logos work best.

17. What's your deadline, time frame or exact date for completion?

18. Would you like any additional design services to be packaged with your new logo? Example: business cards, envelopes, letterheads etc.

19. What logos appeal to you and why? Please supply links to visual examples.



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## Logo design brief (5/5)

### Estimate/budget:

Brief given by:

Date:

Brief taken by:

Brief agreed by: