

BRAND & LOGO DESIGN CREATIVE BRIEF

A logo is an essential brand element for every business. The design differentiates you from competitors and conveys a message about the quality and nature of your brand.

To effectively create your design, I would like to know what makes your organization unique. Please take a few minutes to complete this list of questions as best as you can to help me learn how you want your brand to be represented. My hope is that this will help define your expectations and to fully understand your business, organization or event. Thank you!

* Indicates required question

1. Email *

2. What is your business or organization name? *

3. What is your product or service? *

4. Do you have current brand or style guidelines? *
(existing font, logos, color codes or other design elements)

Please email any graphics that you want to share.

5. Who are your ideal customers?

6. What meaning or emotion do you want your logo to convey? *

7. Who are your top competitors and how do you differ from them? *

8. List 3 logos that you like. What do you like *and* dislike about them?

(You may also provide samples. They give a great idea of your preferences and what you like.)

Please email any graphics that you want to share.

9. Do you have a concept or idea for your new logo? *

10. Do you have color and font preferences for your new logo – what are they? *

11. Will your logo include a tag line? *

12. What kind of budget do you have in mind? *

13. What is your expected completion date? *

14. Anything else you would like to add? Any comments?

15. **How do you prefer to communicate?** (phone, email, in-person meetings, other...) *

What is your billing address?

Please list any necessary contact information.

16. Aside from this project, do you need assistance with any other projects?
If so, what are they? (print design, marketing materials, etc.)

17. How did you find out about Intrinsic Designs?

18. Please email any graphics/images that you would like to share to anna@intrinsicdesignsmn.com

Thank you for your time and I really look forward to working with you!

Please don't hesitate to contact me with any questions or ideas you may have:

EMAIL: anna@intrinsicdesignsmn.com

PHONE: 218-770-1903

WEBSITE: www.intrinsicdesignsmn.com

FACEBOOK: facebook.com/intrinsic.designs.mn

19. Please check the desired box below to allow or deny permission for Intrinsic Designs to showcase the final design(s) publicly (*social media, website, etc.*) *

Yes, I approve

No, thank you

**Branding and logo projects will consist of two to three changes per project. Additional updates may result in an upcharge to the client. Percentage of design fee may be requested as down payment prior to project start.*
