

BRAND & LOGO DESIGN CREATIVE BRIEF

A well-designed logo is a key element of any brand. It sets you apart from competitors and communicates the character, values and quality of your organization.

To create a logo that truly represents your brand, I would like to know what makes you unique. Please take a few minutes to thoughtfully complete the following questions. Your responses will help define your vision, clarify expectations and give me the insight needed to design something that aligns with your goals.

Thank you — I look forward to learning more about your brand!

* Indicates required question

1. **Email ***

2. **What is the full name of your business, organization or event? ***

3. **Briefly describe what you offer. What products or services do you provide? ***

4. **Do you have existing brand guidelines, logos, fonts or color codes that you would like me to work with or reference? ***

(Attach any samples when emailing this form.)

5. Who are your ideal customers or clients? Demographics, interests or needs.

6. What feeling or personality do you want your logo to convey? *

7. Who are your main competitors and how is your brand different?

8. List 2-3 logos that you like and describe what you like or dislike about each one.
You may also provide samples. They give a great idea of your preferences and what you like. *(Attach any samples when emailing this form.)*

9. Do you have any initial ideas or a vision for your new logo? *

10. Do you have specific color preferences, color schemes or font styles in mind? *

11. Will your logo include a tagline? If yes, please include it here.

12. What is your budget range for this project? *

13. What is your ideal completion date? *

14. Is there anything else you would like to share? Any special requests, inspiration or goals for the brand?

15. How do you prefer to communicate? (Phone, email, in-person, etc.)

Please provide your name, phone number and billing address. *

16. Do you need help with any additional design projects (print materials, packaging, forms)?

17. How did you hear about Intrinsic Designs?

18. Please email any existing logos, sketches, reference images or inspiration that you would like to share.

19. 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

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

Please contact me with any questions or ideas you may have:

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**Branding and logo projects consist of 2-3 changes on design of focus per project. Additional updates may result in an additional fee to the client. Percentage of design fee may be requested as down payment prior to project start, non-refundable.*