



## DESIGN BRIEF FOR LOGO DESIGN

### CLIENT

PROJECT TITLE			
CLIENT NAME			
BRAND			
PRODUCT			
POINT OF CONTACT NAME		PHONE	
EMAIL			

### BUSINESS INFORMATION

<b>BUSINESS OVERVIEW</b> what do you do? what is unique about your business?	
<b>TARGET AUDIENCE</b> who are you trying to reach?	

### CREATIVE

<b>VERBIAGE</b> what name should be included in the logo?	
<b>TAG LINE</b> if applicable	
<b>IMAGERY</b> what images, if any, should be included in the logo?	
<b>DESIRED DESIGN STYLE</b> include reference images, if applicable.	

Here you can give some other companies names.

**COLORS & OTHER VISUAL CONSIDERATIONS**

**INTENDED USE**  
signage, business cards, etc.