

LOGO DESIGN PROJECT BRIEF

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TIPS FOR A SUCCESSFUL BRAND DISCOVERY SESSION

- Complete this form using the form fields below.
- Allow 45-60 minutes to complete the project brief.
- Answer each question, do not leave any fields blank.
- Complete this form at least 24 hours before the scheduled discovery call.
- Include all key stakeholders and decision makers in this process to ensure alignment within your organization.

OVERVIEW

How would you like the wording of your logo to appear? *Include any taglines or additions like LLC, INC, etc.*

Do you own the legal rights to use this business name? We advise consulting an attorney to confirm that your business name does not infringe on any existing trademarks. *The designer is not responsible for any costs associated with name changes once the design process has started.*

YES NO

What is your main objective in seeking out a new logo?

AUDIENCE

Who is your primary audience? *How old are they? What are their hobbies? What's important to them?*

What do you expect users and clients will like about your organization? What do they gain?

What action do you want people to take when they learn about your organization? *Visit the website, call you, tell a friend, donate to a fundraiser?*

COMPETITION

Who do you consider to be your competition?

Why do your supporters choose you over your competition?

VOICE & MESSAGE

What's the #1 thing you want people to know about your brand?

If you could get a single message through the clutter, what would it be?

List 5-10 adjectives that best describe your brand:

VISUAL DIRECTION

How would you describe your vision for the look and feel of your brand?

Are there any specific colors, graphics or images that should be considered?

Provide links to five examples of existing brands or websites that have a look and feel that you like. Explain which aspects you like for each.

1.

2.

3.

4.

5.