

# SYDNEY BUSINESS WEB

## Logo Design Brief



For us to give you the best possible logo design, we'd like you to give us as much detail as you can about what you do, what makes you unique and who your competitors are. Missing details can lead to a design that misses the mark.

You can fill this document in or answer the questions in an email to [keith@sydneybusinessweb.com.au](mailto:keith@sydneybusinessweb.com.au)

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### Company Name

Most important: How do you want your company name to be displayed in your logo? Would you like your name to be in capitals letters or lower case? Do you want the name written out or do you want the logo to contain only initials? If you have a long name, condensing the business name into initials will help simplify your design. A too long name can look cluttered. Do you want it to be only an emblem and not contain any words?

Do you want upper and lower case? Are there spaces between words? Does it matter if everything appears on one line or multiple lines?

Save time and money by making sure you are clear on the name for your logo design.

*Your answer:*

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## Tagline

Taglines are important as they bring clarity to what your company does. It can also be used to anchor an emotional message to your logo which could make a huge impact. Although taglines are great, not every company needs one and it is something that can be considered later as taglines are rarely the core focus of the logo concept.

Do have a good think about the possibility of a tagline if your company name does not leave any clues to what your business provides.

*Your answer:*

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## About your business

Make this as clear as possible.

- What products or services do you offer?
- What are your unique selling points?
- Do you have a brand personality or ethos?
- What makes you different to your competitors?

Answer these questions in as much depth as you can. Even small details can spark an idea which can really make the difference in your logo. What makes you unique should be reflected in your logo design to truly make you stand out, so make sure it's stated clearly.

*Your answer:*

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## Overall feel of logo

What is the overall feeling you want to convey with your logo? Do you want it to look modern or traditional? Corporate or fun? What about vintage or grunge, flat (skeuomorphic), minimal or complex? Is your target audience young or mature, male or female only or a combination?

*Your answer:*

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## Specifications

If you have a clear vision for your logo, write it down in your brief! If you have specific ideas you would like to see come together, write them down too.

- What graphics or representations would you like included?
- What style(s) would you like your logo to be?
- What type of font do you have in mind?
- What shapes would you like your logo to be?
- What colours do you have in mind?

How many colours? Do you have a specific colour combination in mind? What are the main colours on your website? You can include images containing examples of specific colour values you are seeking. If you are not sure about colours you can list your preferences and which colours you want to avoid at all cost.

Having your own ideas is great but do leave some freedom for your designer to adjust, tweak and refine them. Also, if possible, let your designer come up with a completely new design idea without your input and compare them both.

It's great to include a rough sketch of what you have in mind. It does not need to be a masterpiece – just a clear indication of what you are thinking of. Or you can have a look at some logos on the web and include them in your brief. Just remember that your designer can design something in the same style but will not copy another design.

*Your answer:*

## Competitors

Who are the main competitors you are up against?

You can provide us with links to your competitors websites if you can, as that will allow us to have all the information about them in one place, including their branding that's on their website to look at.

We can then see where they can make your branding better than your competitors and make you different to them.

*Your answer:*

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## Your website

Providing your website in your brief is a helpful way of letting us find more information about your company easily. Your website will contain lots of info that you may have missed on your brief.

*Your answer:*

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Thank you.