



Brand Builder One
Bringing Your Brand To Life

Logo Creative Brief

1. Company Name [The way you want it on your logo]

2. Tag Line [If applicable]

3. Describe the type of business you have i.e. what type of products or services your company supplies... etc.

4. What type of overall mood would you like to project with your new logo?

5. How would you describe the effect you are looking for in your logo: **Pick up to 3**
 - Fancy
 - Cutting-Edge
 - Unique/Creative
 - Clean/Simple
 - Classy
 - Professional
 - Corporate
 - Modern
 - Industry Oriented
 - Outdoors/Natural
 - Traditional
 - Local/Neighborhood
 - High Tech
 - Retro
 - Fun
 - Serious
 - Illustrative
 - Silly/Cartoon
 - Masculine
 - Feminine
 - Childlike
 - Adventurous
 - Cheerful
 - First-Class
 - Intense
 - Prestigious
 - Friendly
 - Assertive
 - Tranquil
 - Futuristic
 - Safe
 - Strong
 - Scientific

6. Would you like a symbol or a logotype?
 - A symbol is an abstract illustration with your company name typeset alongside. [example: the Nike Swoosh, McDonald's Arches, Wachovia logo]
 - A logotype incorporates your company name into the logo itself. [example: IBM, Microsoft, Coca Cola]
 - No Symbols Please. Just a Professional Font.

7. For which categories will your logo will be used?
 - Web Site
 - Printed Materials [Business Card, Stationery, etc...]
 - Embroidery [There will be no shading affects for logos that require embroidery]

8. What colors would you like to see in your logo? [Please specify if you do not want to see certain colors in your logo.]

9. How many colors do you prefer in your logo?
 - 2 [Optimal for containing printing costs]
 - 3 or more [More creative options]
 - Not sure, you decide

10. What graphic elements or images would you want the designer to use/emphasize in your logo? [For example: Some Real Estate firms want Roof, House, Key, Door, Initials, Pyramid, Pillar etc..].

11. Which element would you want to AVOID using in your logo? [e.g. some Christian Churches want to avoid the Cross, Real Estate firms want to avoid using the roof as a symbol in their logo.]

12. Please state colors you would NOT want your designer to use in your logo samples.

13. Do you have font style preferences? [Corporate, Script, Bold, Light etc].