TEMPLATE

LOGO BRIEF WORKSHEET

YOUR LOGO

Fill this in before you start a logo project. Your designer will thank you.

YOUR BUSINESS

BUSINESS NAME EXACTLY AS IT SHOULD APPEAR

TAGLINE (IF ANY)

WHAT YOU DO, IN ONE SENTENCE

YOUR MAIN SERVICES

YOUR SERVICE AREA

YOUR CUSTOMERS

WHO ARE YOUR BEST CUSTOMERS?

WHAT DO THEY CARE ABOUT MOST WHEN HIRING YOU?

WHO ARE YOUR MAIN COMPETITORS?

LOOK AND FEEL

THIS...	...OR THIS
Traditional	Modern

THIS...	...OR THIS
Rugged	Refined
Playful	Serious
Local	National
Simple	Detailed

COLOURS YOU LIKE (AND WHY)

COLOURS TO AVOID

LOGOS YOU ADMIRE (ANY INDUSTRY)

ANYTHING THE LOGO MUST INCLUDE OR AVOID

WHERE THE LOGO WILL BE USED

- [ ] Vehicle wrap or decals
- [ ] Uniforms and hats
- [ ] Website and social media
- [ ] Signs
- [ ] Stickers, stamps or engraving
- [ ] Print (cards, quotes, invoices)

PRACTICAL DETAILS

BUDGET

DEADLINE

WHO APPROVES THE FINAL DESIGN