

## LOGO DESIGN CREATIVE BRIEF

**Client:****Website URL:****Contact details:****Practical considerations and additional information:**

List all elements that need to be included. Are there restrictions of any kind, like certain colours that can't be used etc?

**Information about your business/service/product and**

**USP:** What background info is relevant? What are the benefits and features of your product or service? What makes your business truly unique?

**Brand personality and tone of voice:** What tone of voice will the target audience best react to?

**Objective:** Why do you need my help? How will you measure success?

**Brand ambition:** Where do you want your product or service to be in the mind of the target audience?

**Target audience:** Mindset that unites the complete target audience. If possible, try to describe a person you know. What is the most relevant desire, need, hope or fear held by target audience that your business can address?

**Tagline:** What are the key points that need to be communicated?

**Competitors and business challenges:** Understanding what the competition can offer will provide a clearer picture of where your product or service stands in the market. List main business challenges.

**Budget:** A ballpark idea of budget sets the parameters for how much time I have to work with. Are other resources required?

**Schedule:** This schedule should include design presentations, client feedback, content delivery and approval dates.