



# Creative Brief Questionnaire

# Questions to ask new clients before starting the project

It's vital that you have a thorough understanding of what the client wants before you even start to think about designing the logo.

Most of the time, you can achieve this by asking the right questions. Other times, you may need to navigate the client into discovering it for themselves.

Go through these carefully selected questions with your clients to ensure you both have a clear expectation of the desired outcome. Trust us, it will save you a lot of time and revisions if you do.

# Goals

- What is the goal for this logo?
- What is the one thing it's supposed to do?

# Context

- Where will this logo live?
- What should the format be?
- What platforms will it live on?
- Who is your target audience?
- What does your target audience care about?
- What does your target audience need to see?
- How do you want your target audience to feel after seeing the logo?

- How would you describe your brand?  
e.g modern, confident.
- What other logo examples accomplish similar goals?
- What do you like about them?
- What should we avoid when designing this logo and why?
- If they have a current logo, what needs to be preserved to maintain brand equity?

## Constraints

What are the parameters we need to work within for this project?

What should the logo look and feel like?

Are there brand guidelines we need to follow?

Are there any things we must do?

Are there any things we cannot do?

## Common problem: complicated or misunderstood language

Ask clarifying questions until you get to the core of what they're saying.

If they use a specific word, e.g 'minimal' or 'clean' ask them what it means to them.

What does x mean to you?

What colors come to mind when you think about x?

What typography do you think relates to x? Ask for or give specific examples.

Ask one thing at a time, to get a thorough understanding.