

Creative Brief

We believe asking the right questions let us develop strong brands.

Name:

Toheed

Your full name?

Email:

We will use this email address to connect with you.

Phone:

We may contact you for additional information if required.

Logo Name:

Zarch Tech

Exact logo wording (brand name)

Idea Behind Name:

What was the idea behind the name? Where did it come from?

Brand Message:

What is the overall message you wish to portray with your brand? What should people feel when they see or think of your brand?

Slogan / Tagline:

Example: think different, eat fresh, ideas for life

Website:

Any element you want to see in your logo?

Select Your Industry:

- Select industry - BPO

Colors:

Blue White Red

Colors you would like to see in your logo.

Personal Preferences:

What are your personal preferences?
Please list any logos you like here (provide links), as well as outline any colours you would like to explore or avoid. If you have any specific icons / symbols / images that you would like to associate with your brand, please also list them here.

Competitors (if any):

Tell us who you are competing with. This help us understanding more about your target audience.

About Company:

What do you exactly do? What's your target audience?
We don't design for you, we design for your target audience.

Logo type:

Please select the design layout that you've looking for. You can select up to 4 of your preferred layouts.

☐

Monogram





Text with meaning



Typographic



Graphic on left



Graphic on top



Initials




















Arabic English



I don't have any preference Let the designer choose the best type

Logo Characteristics:

Please select the design layout that you've looking for. You can select up to 3 of your preferred layouts.

<input type="checkbox"/>	High Tech	  
<input type="checkbox"/>	Artsy	  
<input type="checkbox"/>	Formal / Corporate	  
<input type="checkbox"/>	Fun	  
<input type="checkbox"/>	Casual	  
<input type="checkbox"/>	Serious	 
<input type="checkbox"/>	If other, please specify:	

Values to Communicate:

Please choose the values that best describe your brand.

- ☐ Masculine
- ☐ Feminine
- ☐ Young
- ☐ Mature
- ☐ Luxury
- ☐ Economical
- ☐ Modern

☐

☐ Serious

☐ Loud

☐ Quiet

☐ Simple

☐ Complex

☐ Subtle

☐ Obvious

☐

Other

Logo Usage:

Please select likely places where you are going to use your logo.

☐

Type your text

 Stationery

☐ Magazines or Newspapers

☐ Advertisement

Type your text

☐ Product Packaging

☐ Website

Type your text

☐ Promotional Products

Type your text

☐ Brochure

Type your text

☐ Misc (Car stickers, billboards etc.)

☐ Signage

Type your text

☐ Other

Font Style:

Please select font category you think is most suitable for your brand.

☐ Sans

Sans

Sans

☐ Serif

Serif

Serif

☐ Script

Script

Script

☐

high-Tech

☐

No Preference

HIGH-TECH HIGH-TECH

Let the designer choose the best option for me.

Logo:

Select logos which you like from our portfolio

Select Logos

Selected logos:

Like / Dislike:

Share some logos you like

Upload

Or drag files here...

Like

Share some logos you dislike

Upload

Or drag files here...

Dislike

Reference Documents:

Upload

Or drag files here...

Additional Info:

Other information you'd like us to consider about your company