**LOGO DESIGN BRIEF**

1. Do you need a logo for your company or for your specific product or brand?

**Ans**:

2. Please write the exact name you would like to appear in your logo.

**Ans**:

3. Would you like to include a tagline with your logo? If so, please enter your tagline exactly as you would like it to be.

**Ans**:

4. Please describe your products / services and the industry it belongs to.

(ie: Software Company, Food Manufacturing, etc.)

**Ans**:

5. Do you have an old logo or identity that you’ve been using?

If yes, why are you making a change? Please attach your old logo.

**Ans**:

6. Do you have any existing Website? Please type the URL link.

**Ans**:

7. What is the most important application of your logo? (ie: Business Cards, Promotional Products, Building signage, Truck, T-shirt, Website, etc.)

**Ans**:

8. Who are your target market, its geographical location and their age level?

**Ans**:

9. Would you like a symbol or a logotype? (Symbol – This is an icon or graphical representation alongside – i.e.apple. // Logotype – it’s within the name itself or sometime refer to type-face…- i.e. Nokia logo.)

**Ans**:

10. Please indicate the style you want for your new identity. i.e.: Corporate, Cartoony, Fun , Elegant, Classic, Bold, Serious or High Tech

**Ans**:

11. Do you have any color preference or existing corporate colors you want to follow?

**Ans**:

12. Who are your competitors and what do you think about their logos?

**Ans**:

13. Things or images that you DEFINITELY want to see in your logo? (e.g. "I want to see a camera illustration in my logo") I’d like to see one execution that uses a line drawing of two books lying flat on their side, one on top of the other, so that the spines form the shape of a “B.” This shape would stand for the B in my first name. See drawing below:

**Ans**:

14. Things or images that you do NOT want to see in your logo?

(e.g. "I do not want to see a house or any triangular shape”)

**Ans:**

15. Any more information you would like to add?

**Ans**: