

Logo Design Creative Brief

With every job that Christian Internet embarks upon, we place great importance on a thorough and accurate briefing process.

The detailed briefing outline below acts as a guide to the areas that we need to consider, ensuring we meet your needs. The more information we have, the better we are able to serve you and provide the best solution.

THE PROJECT

1. Definition of the task

ex: The design of a graphical logo that effectively positions the business within the marketplace.

2. Define how it will be used

Ex: The logo will be used across a range of media, from business literature to printed advertising material to signage to promotional items to Website use.

3. Timing

Ex: The deadline for first proof of mock-ups is (date). The deadline for completion, subject to acceptance, will be agreed.

4. Budget-

5. Constraints

Ex: Design constraints are....

6. Evaluation strategies

Ex: The evaluation of the logos presented is to be made by the team and final acceptance is to be decided by (name).

7.Elements of Design

Ex. Tell us what images or pictures you would want in the logo. Give us examples of logos you like from other websites.

8. Colors

Would you like us to pick colors best suited for the design?

Can you give us some examples of sites you would like yours to look similar to?

URL:

URL:

URL:

URL:

Please describe what you liked best about those websites?

If specific colors are desired, please list the colors to be used in your design:

9. Layout or Fonts

Do you have a specific font in mind or layout of logo? Send a sketch along with this brief of your vision.

10. Specific Titles or Text

Do you have a motto, slogan, key verse, Scripture verse or catch phrase? *Write your answer here:*

BACKGROUND INFORMATION

Through our experience with, and understanding of, the business' positioning and culture, and the detailed brief, we are well equipped to correctly understand your needs.

The factors we will analyze when reviewing this logo development includes:

- Business History
- Target Market
- Market profile
- Market influences
- Area of operation
- Products and Services
- Market Research
- Marketing Strategies
- Brand
- Distribution Channels
- Competition

Please add anything that you think might be significant to any of these areas here: