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## LOGO DESIGN BRIEF

Company Name: \_\_\_\_\_ Attention: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### GENERAL QUESTIONS

What is your Business?

Please enter the name you would like to appear in your Logo.

If you use a tagline or slogan and would like it as part of your logo, please enter it here.

### BUSINESS OVERVIEW

Please describe your company or product.

(What your company does, what you sell and to whom, where you sell, what sets your company apart from competition?)

Who is your target audience?

Which words best describe your company or product?

Logos you like. Please list their websites.

Colours - do you have any preferred colours?

Do you have a preference on typestyles such as heavy, light, modern, classic, handwritten, etc?

Do's - is there anything specific that must be included in your logo? (For example, "my logo must incorporate an image of mountains.")

Where will you be using your logo?

# Client Notes

