

BRIEF

Logo Design Brief

Twelve questions that set the direction of your identity

Answer them plainly and specifically. A sharp brief is the difference between two strong directions and ten guesses — and it is the fastest part of the whole project.

How to fill it in

Click any field and type. The light grey guidance text is replaced automatically. Save the file and send it back.

COMPANY NAME**DATE****01 WHAT WE DO — in one plain sentence****02 OUR 3 KEY CUSTOMERS — who they are, where they meet our brand, on what device****03 TOP 3 COMPETITORS — and what their logos get right****04 THE FEEL — 3 adjectives we want / 3 we reject****05 LOGOS WE ADMIRE — 2-3, and why (one sentence each)**

06 LOGOS WE DISLIKE — and why

07 WORTH KEEPING from the current identity — colours, symbols, equity

08 WHERE THE LOGO MUST WORK — every real touchpoint, and the smallest size

09 DELIVERABLES NEEDED — files, variants, formats

10 DEADLINE — and what is driving it

11 BUDGET BRACKET

12 FINAL APPROVAL — everyone with veto power

Send it back and we'll take it from here

We reply within one business day.

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