

LOGO BRIEF

For new logo & branding projects

This document will help you collate your plans for a new logo design project. Taking the time to think it through and get to the core of what the project requires will give you a much better result. If you have any questions we are here to help.



About us

We are Simpsons Creative, a full-service creative agency based in Bishop's Stortford. We have the skills, experience and creativity to take on any creative project.

The extensive range of services we offer ensures the best solution is chosen to complete your creative projects. Our goal for every project is to make your brand memorable and have a real impact on your marketing strategy and campaigns, with the result of helping you attract and engage with more customers.

Not sure what you need? Call to speak with one of our experienced team members today. We can help you to evaluate your business needs and how our services can assist you.

Our clients



SimpsonsCreative.co.uk



Executive summary

A new logo can be a daunting thought. It can seem complex and a lot of work, but it doesn't have to be. We have designed this guide to break down the briefing process, through a series of logical steps, to give you the best possible logo for your product or service.

Your company logo says everything about you, and will probably be the first point of contact potential customers will have with you – so it needs to be right.

Do you want to be seen as modern and progressive, solid and reliable, relaxed and approachable, or professional and efficient?

Your logo will project your image and brand personality. For it to do that effectively, we need to know how you see yourselves, and how you'd like to be seen.

So please complete the following questionnaire and give us as much background information as you can.

This is very much a partnership project in which your input is vital, and about which you will be consulted all along the line.

Contact us at any point if you need further guidance or just want to chat it through, info@simpsonscreative.co.uk

Tip: If you find yourself needing more space, wanting to take notes or list any questions you may have, we have left the last few pages blank.



ABOUT YOU



Business information



A logo is the public face of your business. It reflects who you are, what you stand for and what you aspire to.

So to design a logo that is fit for purpose, we need to know a good deal about you: your company activities, your target audience, and your market presence.

So, tell us about yourself. It will help us create a brand identity that will truly do you justice.

Business name	<input type="text"/>
Location	<input type="text"/>
Contact details	<input type="text"/>
Industry	<input type="text"/>

All about you

What sets you apart? Are you the biggest and best in your field? The best value for money? Is your product or service unique? Do you have a proud tradition of service with generations of loyal customers? Or are you an innovative start-up?

What do you do?

What makes your company special? Do you have a USP?

Which of the following adjectives describe your company?

Modern	Traditional	Trustworthy
Trendy	Reliable	Dynamic
Solid	Innovative	Experienced
Friendly	Established	Entrepreneurial

Describe your company in one word?

What do you aspire to be?

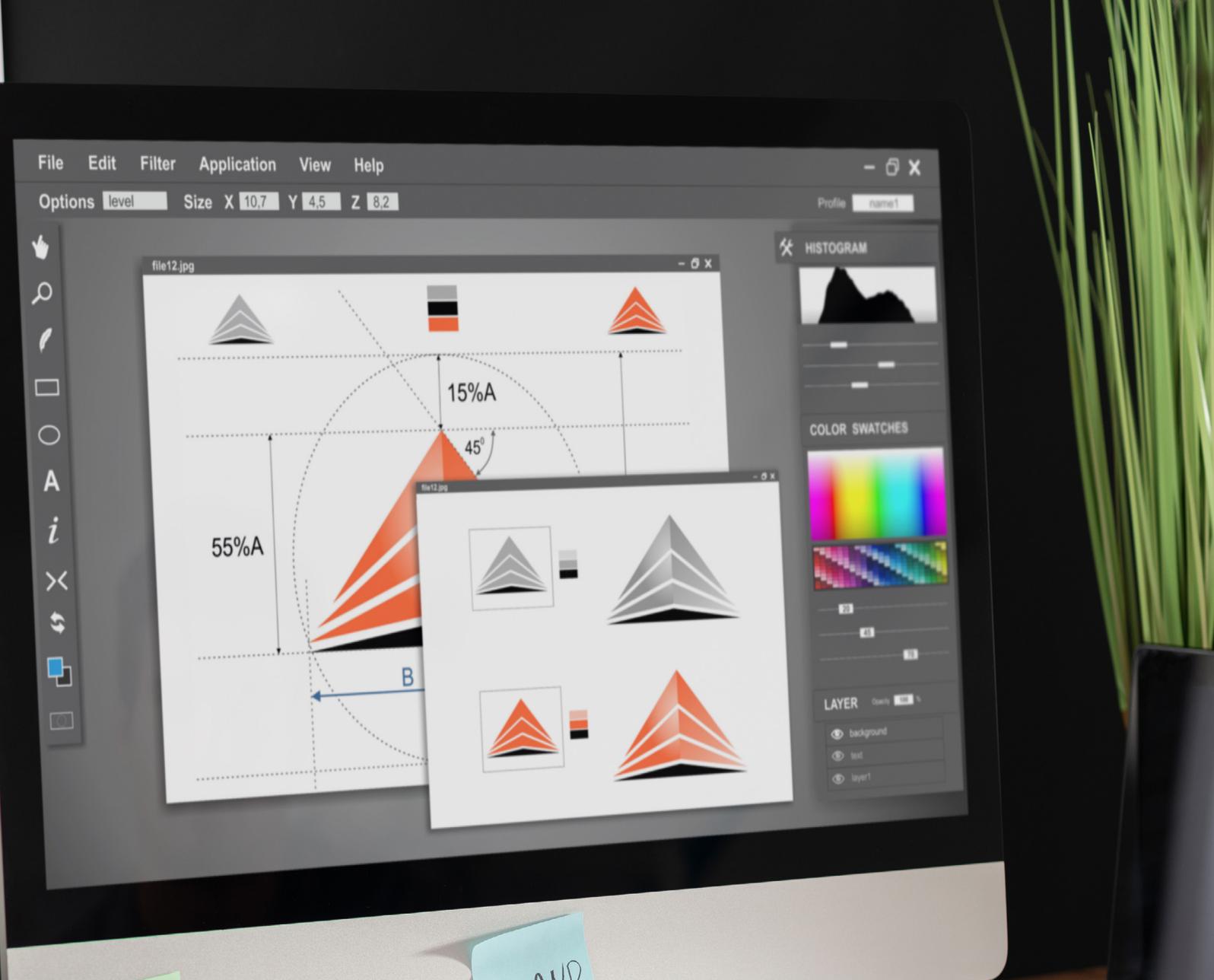
Rate yourself alongside your competitors?

Are you planning on slow evolution or rapid revolution?

Competitors

Please use this page to give details on your competition, let us know who we should be looking at and what you think they do well and also what they could do better. This will help give us an understanding of what your industry is doing and gain an insight into your likes and dislikes.

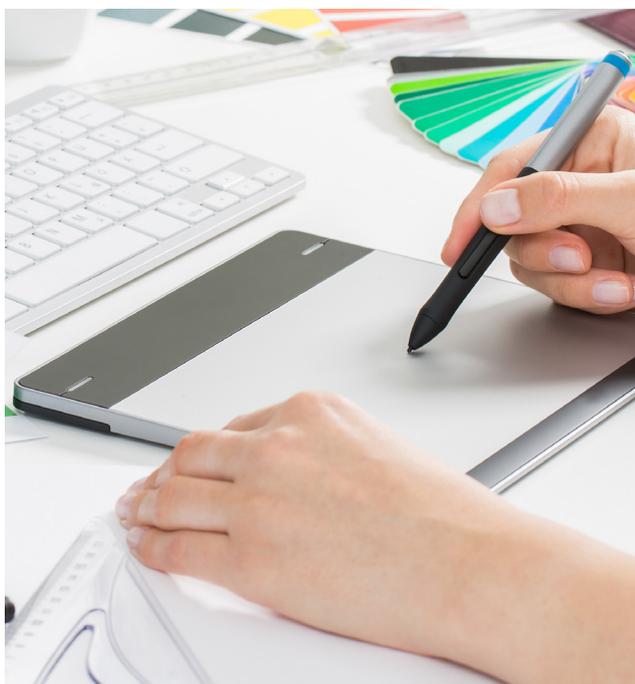
Please give three examples of competitors' logos you like and explain why you like them ...



YOUR LOGO



About your new logo



The most important question we can ask you about your new logo design is “Why do you want to change it?” Is it to launch a new company or division, or to mark a significant change in company growth, strategy or direction? The more you can tell us, the more effectively we can craft a design that answers your needs.

We’re not asking you to draw us a picture (we have talented graphic designers on board to do that for you), just tell us your motivations and aspirations.

Target market

Age	<input type="text"/>
Gender	<input type="text"/>
Social status	<input type="text"/>
Position	<input type="text"/>
Special interests	<input type="text"/>
Geographical region	<input type="text"/>

Design input

Can you list three logos or brands that you like. Please include their website address and explain why you like them. It wouldn't be a logo brief if we didn't ask about your current logo. What do you like or dislike about it? If there are any colours or typefaces you particularly dislike, this is the place to tell us!

Logo/brand 1

Logo/brand 2

Logo/brand 3

Your current logo

Creating your new logo



Now we have a good understanding about you and your company, it's finally time to move onto the main event, your new logo.

So, before you green light the project you'll want to know what it will cost and when it will be completed. We'll be happy to give you an estimate, but if you have a timetable. budget and an idea of applications please indicate below. This information will help us to decide if you need a logo in various formats portrait and landscape for example.

Any deadlines?

Budget?

Applications ie. stationery, signage, website etc.?

Last details

Based on the information you've provided above we will now set about making creative proposals. Initially we will show you a selection of draft designs in different styles and colours. From here on in it's a joint project. You state your preferences and suggest changes, and we'll respond by developing the preferred approach until a final solution is agreed. To help us, please indicate in advance...

Do you have any strong likes or dislikes as far as graphic styles and colours are concerned?



Do you want to accommodate a tagline beneath or alongside the logo?



Are there any unusual size or material applications that will have a bearing on the logo design?



Other services

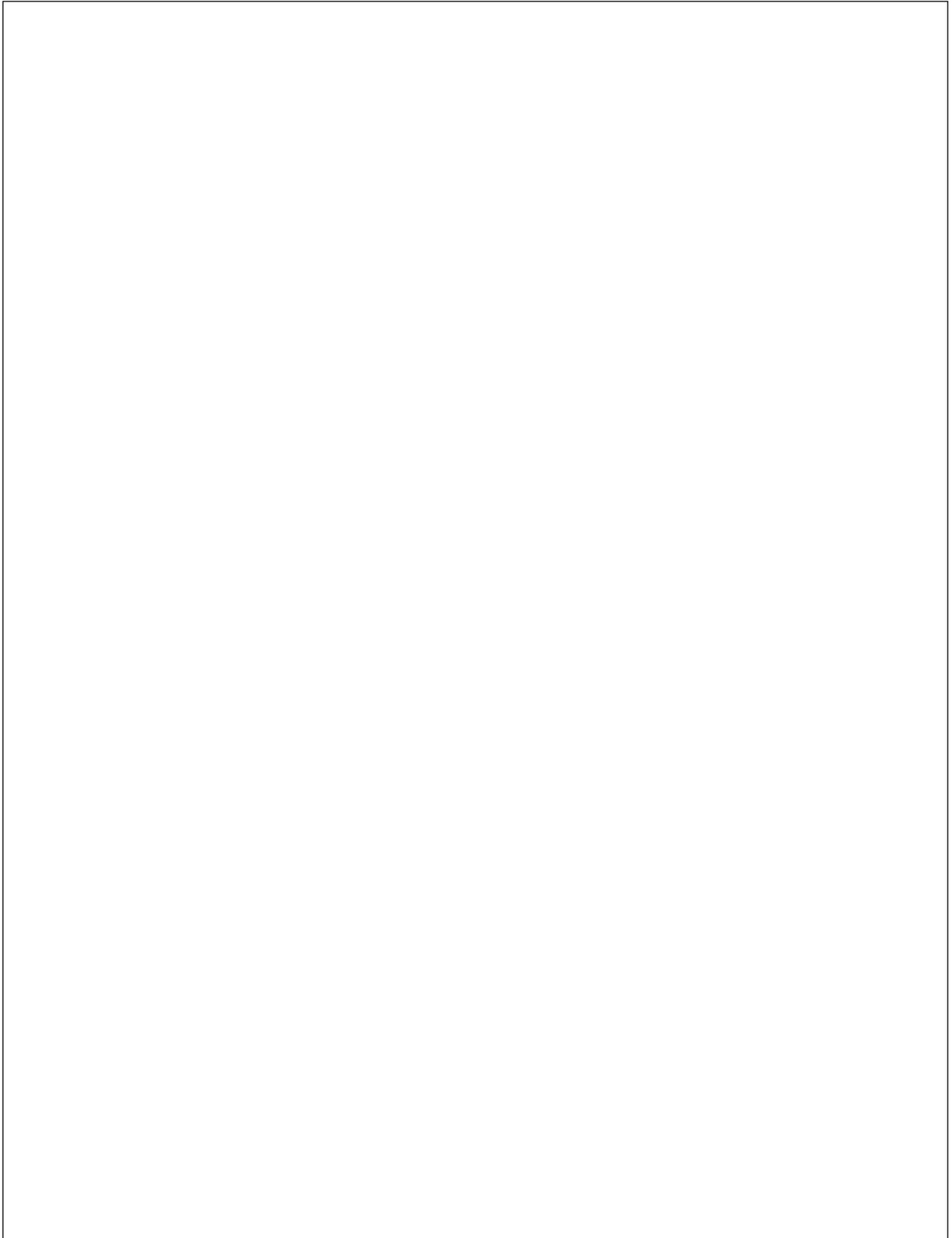
We are a full-service creative agency and offer a wide range of services to help support your any of your project needs. This can include content creation, branding, creative design, print, social media, signage and more, visit our website to see the full range of creative services we can offer.

If you would like to discuss other marketing materials such as business cards, leaflets, brochures, banner-ups make a note here and we will be happy to help you out.

Can we help with any other services?

Notes/questions

This space has been added to give you room to make notes or add additional information that you think may be useful to us. Likewise feel free to list any questions about the project you may want to ask about the project and we will be happy to run through them with you.





CONTACT

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Thank You

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