

BRIEF FOR THE LOGO CREATION

This brief will help us to do your task in the best way. Your clear and irrefragable answers will speed the work, so we find common language in order to achieve goal as quickly and efficiently as possible.

We ensure absolute confidentiality of the information you provide us with. Brief is not a technical task, it just helps us to understand your idea of the future corporate identity.

If you are at a loss with filling in the brief, please contact us in any way convenient for you. We will do it together.

1. Your contact info

How can we get into touch with you for the further project discussion? Please indicate the most convenient ways for you to communicate.

Company name	
Contact person	
Telephone/Skype	
Email	
	Date of completion

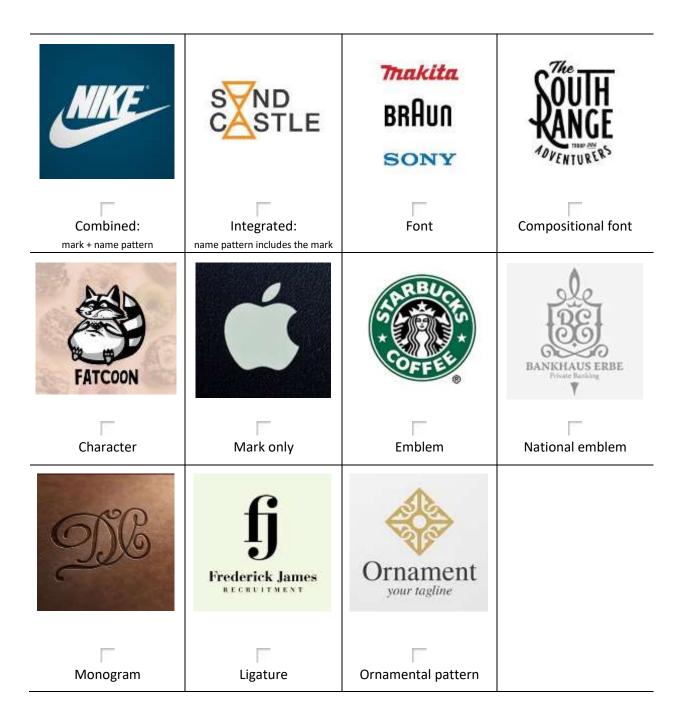
2. Information about the company		
What is your company profile? Please describe in plain language your focus area as if you communicate with customers.		
Please describe strong points of your company. What distinguishes you from your competitors? What is your uniqueness?		
Your company motto		
3. Target audience of your	company	
Please tell us about the audience you work with. Are they individuals or corporate clients? What are their main geographical, age, social, behavioral traits?		
4. What is the purpose of t	this logo creation?	
What do you want to achieve by using the logo? Contact points and media. Where can consumer see your corporate identity the most frequently?		

5. Impressions What impressions would a consumer experience when looking at your logo image? What type of the brand do you want to get? 6. Form and content

6. Form and content Languages use (Cyrillic, Latin, etc.) Name (for every language version) What elements reflect the main point of your brand? What images and ideas are unacceptable for your logo creation? Please give your reasons. What KIND of the brand do you prefer? (discreet, evocative, romantic, charismatic, etc.)?

7. Logo type

What TYPE of the brand do you prefer? (Choose up to 3 and place a check mark):



8. Logo style

What style/ image of the logo do you prefer? (Choose up to 3 and place a check mark):

Form and counterform









Allegory, metaphor









Calligraphy





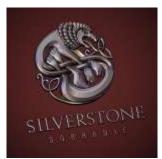
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Instagram

Size, photorealism









Plane figure









Majesty, aristocracy









Typography









Humor



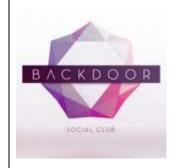






Gradients, transparences









Drawing









Abstraction









Childishness, intentional infantilism









Nature







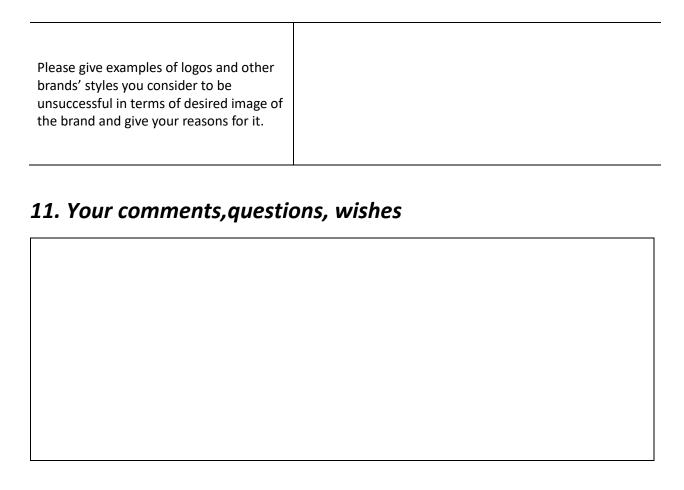


9. Color spectrum

What colors (their number) of the brand do you consider to be the most appropriate?

10. Examples

Please give examples of logos and other brands' styles you consider to be successful in terms of desired image of the brand and give your reasons for it.



Thank you for being so serious about filling out this questionnaire. Attach additional files and documents, if necessary.

We will contact you to clarify the details and start our fruitful cooperation.

Thank you for contacting us!