



The design brief is the most important factor for ensuring that you receive design concepts, that meet your needs. The following questions focus on the objectives & outcomes of your project. The more comprehensively these questions are answered, the more I am able to interpret your requirements.

Design Brief

Contact Email* Postal Address*

Business/Company/Organisation Name*

Name* Phone*

Website (if applicable)

Who is your target market? (Demographic)

LOGO DESIGN BRIEF

What is your Business/Company/Organisation background? (What do you do)*

How did you hear about Idea + Ink?*

What brands/companies do you see your business aligned with?

Who are your main competitors? Do you have any thoughts about their brand? (please include website links)

How do you want the public to perceive your image?

What attributes would you like your logo to reflect? (eg Professional, Corporate, Feminine etc)

Do you have any ideas that you would like to incorporate?

Do you have any mandatory requirements (taglines etc)?

Do you have a preferred colour palette (or colours you would prefer to avoid)?

Can you provide examples of links to existing logos that appeal to you and list what you like about them?

Do you have a Pinterest board for your visual references? (If so, please insert link below)

Anything further that you would like to add?

I agree to Idea + Ink's conditions*

What is your budget?

When do you require your initial concepts? (Please list a specific date)

What is your deadline for the completed project? (Please list a specific date)

Idea + Ink Graphic Design

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