**CREATIVE BRIEF**

**Basic info:**

**Company name:**

**What word(s), letter(s) or icon(s) should be included in the logo?**

**What are the organization’s values and/or mission?** i.e., Mission Statement, ValueStatement, Unique Selling Proposition, Elevator Pitch. The goal is to boil down your company and values in 1-2 sentences that an everyday person (like a designer) can understand.

**Project Objectives:**

**What is the purpose of the logo project?** i.e., stand out from competition, identify anew product, upgrade the company image, etc. Keep in mind a creative approach can be developed around a primary and secondary objective only; no single creative vehicle can accomplish more effectively.

**If there is a current logo, why is it being refreshed?** Potential reasons: Namechange, printing/reproduction problems

**Product or Service Description:**

* **What are its features?** i.e., specifications, manufacture, components, delivery, etc.
* **What is it that makes this product or service different or unique from the competition?**

**Target Audience:**

* **Who are your readers/viewers/customers?** i.e., age, sex, job titles, social/economicconditions, employment, geographic concentration, etc.
* **Do they already know about your product or service?**
* **What motivates them?**
* **Why do they want your product (especially when compared to your competitors)?**

**Competition:**

* Who is your competition?
* How are you different from them?
* What do the competitors logos look like?
* What colors are being used?
* Are you looking for similar style/colors or are you looking to differentiate yourself from the competition?

**Distribution:**

* **Are there any production considerations?** i.e., needs to work as one color or at verysmall sizes, embroidery, etc.
* **How will the logo be potentially reproduced?** i.e., t-shirts/screen printing (typically 1-3colors max), embroidery on shirts and hats (can limit detail in the design and colors),embossing (logo will need to be developed in 1 color), beer mugs/shot glasses (logo typically, will need to be able to be produced in 1 color)

**Creative Considerations:**

* What limitations or constraints do we have? i.e., schedule, budget, etc.
* What are some logos you like/dislike?
* What is it that you like/dislike about them?
* Does the logo need to be produced in a particular logo form?
* **Any particular fonts?**

**Most Important Point:**

***Most communications leave only one overall impression. Is there something specific the viewer should remember about the company after seeing logo?***

**Topology of Marks**

* **Wordmark** - a freestanding acronym, company name or product name that has beendesigned to convey a brand attribute or positioning
* **Letterforms** - a unique design using one or more letterforms that act as a mnemonicdevice for a company name
* **Emblems** - a mark in which the company name is inextricably connected to a pictorialelement
* **Pictorial marks** - an immediately recognizable literal image that has been simplifiedand stylized
* **Abstract/symbolic marks** - a symbol that conveys a big idea, and often embodiesstrategic ambiguity