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**LOGO DESIGN BRIEF:**

There are certain questions I like to ask a client prior to beginning the logo design process, to ensure good, clear communication. It may seem like a long list but it helps me to know what your needs are and what you expect from your finished logo/branding. It also helps to clarify your own vision for your business branding.

**YOUR BUSINESS**

What is the name of your business?

Describe in your business/service.

If you are not a new business start-up – what are the reasons you want a new logo?

Who are your main competitors and how do you differ from them?

What do you like or dislike about your competitor’s branding?

Who are your potential clients?

**YOUR LOGO**

Do you have a specific idea in mind for your logo?

Do you want to use existing brand colours or a particular range of colours?

Are there any colors that you do not want to use?

Do you have a particular font you would like to use – or ones you definitely do not want to use?

What words should describe your logo?

What message or emotion do you want your logo to portray?

Does your business have a tag line?

What logos do you like and why? And if you can email me some ones you like that would be great.

Any other comments?