



## CREATIVE BRIEF (LOGO/BRAND) QUESTIONNAIRE

The more insight we have into your organization and the aspirations you have for your logo and brand, the better we will be able to create a design that resonates with you and your customers.

Please answer as many questions as possible, but leave blank any you feel are not relevant or are obvious.

Attach (or otherwise share) any files, screenshots or links to other company logos, colours, images or design elements that you admire and would like us to see. Email attachments to [art@rmvpublications.com](mailto:art@rmvpublications.com).

### ABOUT YOUR ORGANIZATION

#### Mission Statement

In a sentence or two state your core purpose, goals and values — who you are and why you exist.

**Services & Products** Describe your offerings.

#### Selling Proposition

What is unique and interesting about your products? Why do people choose you over your competitors?



## VISION FOR YOUR BRAND

**State your vision for your new brand.** What do you want your new logo to communicate?

**Write your logo name as you'd like it to appear.**

**Write a tagline that you may want to use.**

**How do you anticipate using your logo?** Check all those that apply.

- Business Cards
- Stationery
- Marketing Collateral (e.g. Brochures) Anything specific? \_\_\_\_\_
- Advertising
- Website
- Signs & Point of Sale Provide size if possible \_\_\_\_\_
- Promotional Products (e.g. Pens and Mugs) Anything specific? \_\_\_\_\_
- Other (Specify) \_\_\_\_\_

## TARGET AUDIENCE

**Define the target audiences for your products.**

Be as specific as possible. Include customer demographics such as gender, age, where they live, interests.



## DESIGN PREFERENCES

**Send us your existing logo.** What do you like and dislike about it? Why do you want to change it?

**Provide us examples of logos in your industry (or otherwise) that you admire.**

State the characteristics of the logos that you like.

**Send us any logos and branding elements that will appear alongside your new logo.**

Will your new logo stand on its own, or does it need to complement existing brands? Please explain.

**Are there visuals, symbols or icons you would like?** Note these below, and send us examples.

**What style would you prefer for your new logo?**

Mark an "x" to indicate how closely you'd like your brand to affiliate with each of the style attributes noted.

- |              |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |               |
|--------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------|
| Classic      | <input type="checkbox"/> | Modern        |
| Mature       | <input type="checkbox"/> | Youthful      |
| Feminine     | <input type="checkbox"/> | Masculine     |
| Playful      | <input type="checkbox"/> | Sophisticated |
| Simple/Clean | <input type="checkbox"/> | Ornate        |
| Geometric    | <input type="checkbox"/> | Organic       |
| Abstract     | <input type="checkbox"/> | Literal       |

**What colours would you prefer for your new brand?**

If possible, provide PMS or CMYK values. Or send us other logos or designs with colours that you like.

**Are there font styles that you prefer?** Provide the font names or send us examples.



### **IN YOUR OWN WORDS**

**What else would you like to mention about your design preferences / requirements?**

### **PROJECT SCHEDULE & DELIVERABLES**

**When do you expect us to deliver your new logo?**

Do you want us to design business cards or other collateral with your brand? If so, please provide details.

### **NOTE ANYTHING ELSE YOU'D LIKE US TO KNOW**

**SUBMIT FORM**