

CREATIVE DESIGN BRIEF

CLIENT NAME

PROJECT

DATE

DETAILED PROJECT DESCRIPTION

- LIST WHAT YOU OR YOUR COMPANY DOES, WHAT KIND OF DESIGN YOU NEED, YOUR COMPETITORS (IF ANY), DEADLINES AND ANY OTHER IMPORTANT INFO

PROVIDE FOUR ADJECTIVES OR MORE TO DESCRIBE YOUR LOGO.

EXAMPLES: FEMININE, MASCULINE, MATURE, LUXURY, MODERN, PLAYFUL, ETC

LIST OR LINK ANY DESIGNS, ARTWORK, ETC THAT YOU LIKE AND WHY WANT TO EMULATE THEM?

NOW DO THE SAME AS THE ABOVE BUT WITH DESIGNS YOU DISLIKE AND WANT TO AVIOD

WHAT TARGET AUDIENCE ARE YOU TRYING TO ATTRACT AND WHAT IS YOUR OVERALL MESSAGE TO THEM?

WHAT COLORS MUST BE USED? IF NONE ARE THERE ANY COLORS YOU WOULD LIKE TO USE?

HERE ARE DIFFERENT 'TYPES' OF LOGOS. PLEASE CIRCLE OR TYPE OUT ONE THAT YOU WOULD LIKE TO USE IN THE DETAILED PROJECT DESCRIPTION BOX.



Word mark

Your company name in a stylised type/font becomes the logo.



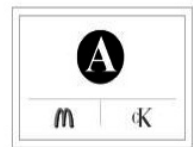
Pictorial mark

An image or shape that is easily recognizable is used to represent your business.



Abstract mark

An abstract shape or symbol is used to convey the values of your business.



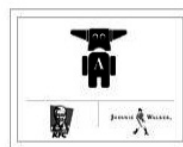
Letter form

Letters/initials from your business name are used to create a logo.



Emblem

Business name enveloped by a pictorial element or shape.



Character

A character or mascot to represent your business.



Web 2.0

Representing trends from the internet including gradients, rounded corner etc.