

Creative Brief

1. Who are you?

2. What is your business or service name to incorporate in the logo? Do you have a slogan you want to use?

3. Who are your competitors?
Name some competitors and write their website

4. Application:
Where your logo will be applied
(only web, web & prints, stationery, billboards)

5. Logo style:
What is the logo style you desire
(illustrative, logotype, iconography, monograph)

6. Constrains:
Specific colors or shapes, initials, uppercase, lowercase

7. Restrictions:
Any fonts or colors restrictions?

8. Please Specify Your Budget:
