

Identity Design Brief

Company Name:	Client Ref:
Contact Name:	Web Address:
Email Address:	Telephone:

Identity Details
Provide details of the main name of your business as you wish it to appear within your new identity. Do you have a subname or tagline that must also be included in your new identity? If so, please provide details.

Company Details
What is the nature of your company - describe the products/services you offer - what does your business do?

Target Audience
Describe who your company deals with. Who are your target audience and who will see the identity? Who is a typical consumer?

Design Considerations

Provide details of key elements relating to the design of the new identity - eg. should it be modern, traditional, simple or complex. Are there any specific requirements that may affect the design or do you have any ideas of what you want it to look like?

Identity Style - what do you want the identity to look like? How should it feel?

Colours - do you have an existing colour scheme that must be used? Or what colours would you like to use?

Fonts - do you have a typeface that must be used? Or do you have a particular style in mind that you would like to use?

Inspiration - which famous logos do you particularly like or dislike? Eg. Amazon, Marks and Spencer, Virgin etc.

Good Logos

Bad Logos

Competition

If you know the details of any companies that are in direct or indirect competition with you, provide details here.

Competitor 1 - www.

What do you think about their identity - what do you like / dislike about it?

Competitor 2 - www.

What do you think about their identity - what do you like / dislike about it?

Competitor 3 - www.

What do you think about their identity - what do you like / dislike about it?

Timescales

Provide details of your timescales - do you have a particular deadline for the completion of this project? If this project forms part of critical time plan, please provide as much information as possible.

Other Information

Provide any other information relating to the design and development of your identity that we should know before commencing work.