

## **PROJECT BRIEF**

Client Name

Company Name

Project

What is your business name and the meaning behind it? Any story or narrative behind the decision?

What is your business purpose? Why did you start this business and how do you help people?

What adjectives best describe your brand/business? e.g. Honest / Energetic / Bold

Who is your ideal client/target audience? How old are they? What do they do? Where do they live?

What makes your business unique? What is your unique selling point?

What service(s) does your business provide? Products / Services etc.?

Who are your competitors? Name three of your main competitors in your market

Have you found any design references that you particularly like? Please add links to websites that show these references.

What are a few big goals you have for your business? How will you look to expand in the future?

Where will your logo primarily be used? e.g. packaging / social media / website

What are your colour preferences?

Are there any colours you want to steer away from?

Do you have a preference on typography? e.g. preferred font, bold, modern, classic, delicate, etc.

Any additional details or creative considerations? We want to ensure we're on the same page throughout this collaborative process.

**THANK YOU**  
**FOR TAKING THE TIME TO COMPLETE THIS FORM**