



Logo Design Briefing Checklist

Are your logo design projects working as hard as they should? In today's creative world, an unoptimized design brief costs you time, money, and frustrating revisions without you even realizing it.

This checklist gives you the exact blueprint top agencies and designers use to extract critical information, set clear expectations, avoid miscommunication,

and ensure a smooth, professional, and highly successful logo design project.

How to Use These Checklists:

1. Go through each item systematically.
2. Mark “[]” if the point is done or applies to your current situation.
3. Mark “[]” if the point is not done or needs attention.
4. For “[]” answers, note down specific issues and

potential solutions.

5. Prioritize areas for improvement based on their potential impact on your goals.

6. Regularly revisit and update these checklists as your business and strategies evolve.

I. About the Company/Brand

Company Name:

[] What is the exact company/brand name?

Industry/Sector:

[] What industry or sector does the company operate in?

Mission & Vision:

[] What is the company's core mission and long-term vision?

Values:

[] What are the core values that define the company culture and operations?

History/Background:

[] Is there any relevant company history or founding story that should inform the design?

Target Audience:

[] Who is the primary target audience (demographics,

psychographics, needs,
aspirations)?

[] Who are the secondary
target audiences?

Key Differentiators/USP:

[] What makes this company/
brand unique or stand out
from competitors?

Brand Personality/Tone:

[] How should the brand be
perceived (e.g., modern,
traditional, playful, serious,

luxurious, affordable)?

[] If it were a person, what adjectives would describe it?

II. Project Goals & Scope

Purpose of New Logo:

[] Why is a new logo needed (e.g., new company, rebrand, current logo is outdated)?

Primary Goal of Logo:

[] What do you want the logo to achieve (e.g., increase recognition, convey trust,

attract new customers)?

Usage & Applications:

[] Where will the logo primarily be used (e.g., website, social media, print, packaging, signage, app icon, uniforms)?

[] Are there any unusual applications?

Timeline & Budget:

[] What is the desired timeline for completion?

[] What is the allocated budget range for the project?

Deliverables:

[] What specific file formats are required (e.g., vector, raster, web-ready, print-ready)?

[] Are brand guidelines or a style guide also part of the deliverable?

III. Design Preferences & Inspirations

Visual Style:

[] Are there any preferred visual styles (e.g., minimalist, abstract, illustrative, typographic)?

[] Are there any styles to definitely avoid?

Color Preferences:

[] Are there any specific colors to use or avoid, and why?

[] What emotions or associations should the colors

evoke?

Font Preferences (if applicable):

[] Are there any preferred font styles or existing brand fonts to consider?

Existing Visuals/Assets:

[] Are there any existing brand elements (e.g., old logo, mood board, imagery) that need to be considered?

Inspiration & Examples:

[] Provide examples of logos you like (and dislike) and explain why.

[] Are there any specific symbols or metaphors you'd like to incorporate (or avoid)?

Competitor Logos:

[] Provide examples of competitor logos and discuss what you like/dislike about them.

[] How should your logo differentiate from theirs?

IV. Key Stakeholders & Process

Decision Makers:

[] Who are the key decision-makers for the logo design?

Feedback Process:

[] What is the preferred method and frequency for design reviews and feedback?

Contact Person:

[] Who is the primary point of contact for the designer?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

What We Offer

Growth Strategy and Planning:

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

Digital Marketing Expertise:

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

Marketing Technology and Automation:

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

1:1 Coaching and Workshops:

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

Consulting Services:

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

Additional Areas of Expertise:

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move
beyond fragmented efforts
and build a strategic,
data-driven engine for
sustainable growth—
we'd love to connect.**



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