

Client Brief - Logo



Company Name:

.....

Strapline:

.....

What We Do:

.....

.....

.....

Top Three Things to Communicate through our Logo:

#1 -

#2 -

#3 -

Our Target Audience:

.....

.....

Color Preferences:

.....

.....

Our Ideas and Additional Information:

.....

.....

.....

.....

.....

Where we will use the Logo:

.....

.....

.....

.....

Styles that we are interested in:

Wordmark

A wordmark consists of the company name in a stylized type and may include small abstract or pictorial elements. Famous examples include:



Pictorial Mark

A pictorial mark uses literal or representative imagery to symbolize the brand. Famous examples include:



Abstract Mark

Uses abstract shapes and symbols to convey an idea or attribute about the organization. Famous examples include:



Web 2.0

Although there no official description of "Web 2.0" logos, some common elements can include: vibrant colours, subtle 3d feel, bold type, color transitions, and shadows. Famous examples include:



