

# Logo Design Brief

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## Contact Details

Name:

Phone Number:

Email Address:

Business Name:

## Overview of the business:

*(This is where you explain the aims and objectives of your business so your designer can help you achieve them. What will the business do, why are you setting it up, what problem are you solving. )*

## Target Audience:

*(You can take this section directly from your marketing plan)*

## Competitors:

*(You can take this section directly from your marketing plan)*

## Existing logos & designs we like:

*(Insert images of logos, designs and colours that you like to help as a design reference – do not assume that a designer can read your mind)*

## Project Timeline:

*( Do you have a deadline that this needs to be achieved in – be realistic – designers will have other project they are working on. )*

## Other Notes:

*(Any other notes that you might think are important to mention)*