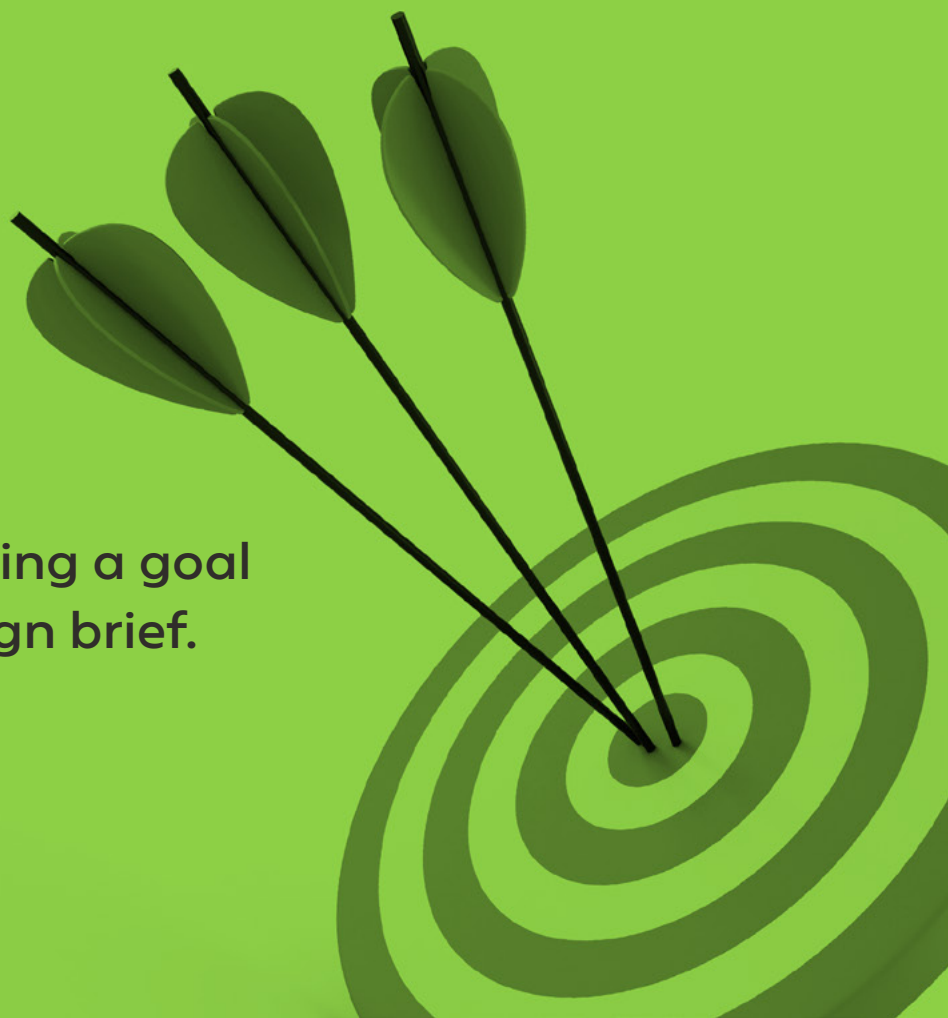


LOGO BRIEF

A guide to creating a goal
based logo design brief.

By Ian Paget



Some clients that approach you may have worked with designers before and will have a prepared design brief. However, I've found that in most cases they will be unfamiliar with the logo design process, and will not know where to start.

This means you'll need to take lead, and work with your clients to prepare a logo design brief.

What is a design brief?

A design brief is a document containing a set of instructions that outline the desired results of a project.

There's no set way of writing a design brief, but they will always share the same purpose... **to set out a list of aims and objectives.**

This is so that you understand what you're designing and why, and more importantly, so both you and the client understand what the final outcome is intended to achieve.

Understanding the business

Before you can create a design brief, you need to gain a good understanding of the business, its competition and its audience.

You do this by asking questions. Either in the form of a conversation, or by sending a questionnaire that your clients will complete.

Personally, I prefer to send a questionnaire to the client. Then if required, I will follow this up with a discussion to expand on anything where needed.

The reason I choose to send a questionnaire over conducting an interview is because sometimes questions are difficult to answer on the spot.

A questionnaire gives the client time to think, research and discuss topics to provide you with the information you need.

When I started out as a designer I expected company owners to know everything about their business vision, mission and brand. I quickly found this isn't always the case. It's because they are focused on making products, making money and managing people, so the questions you ask might need some thought.

In instances where I conduct an interview (either in person, via a phone call or video call), I use my questionnaire as a guide to structure the discussion.

Following the interview I will then complete the questionnaire myself and send it to the customer for approval. This is to ensure I have understood everything correctly, whilst also giving them the opportunity to add any further thoughts or information.

Logo Design Questionnaire

The questions I ask are based on 3 different areas. **The Business, The Competition and The Audience.**

I'll also ask questions to help understand the clients expectations and preferences. Whilst their tastes are irrelevant to the solution, since they will be approving the logo it's useful information to know. That way you can discuss anything does not align with the goals before you begin any designs, and avoid any directions they will likely reject too.

So lets look at the questions I ask...

The Business

- What is the name of your company?
- Do you have a company tag-line or slogan?
- What product(s) or service(s) does your business provide?
- If you are not a new business start-up, what are the reasons you want a new logo?
- Is there a unique story behind your business?
- Where do you see your business/service in 5 years time?
- Where will your new logo be used?

The Competition

- Who are your main competitors?
- What differentiates you from your competitors?
- Why should your audience choose you over the competition?

The Audience

- Who is your target audience?
- Describe your ideal customer.
- What is the overall message you want to convey to your target audience?
- What words do you want your audience to associate with your company?

Personal Preference

- What brands or logos, regardless of industry capture a similar look and feel that you are going for?
- Are there any fonts, colours or images/icons that you would like to be used in the logo?
- Any that you would like to be avoided?

These questions will allow you to understand the business, competition and its target audience, but if you feel you require further information or have questions to expand on anything, be sure to talk to your client.

Creating Logo Design Goals

Using the collated information you will now summarise the responses into a list of goals.

This will act as a tick-list that you can follow whilst working on the designs. You'll also be able to reference this when presenting the logos to the client too.

Below is an example list I put together for a client of mine called Northumberland 250.

Logo Design Goals for Northumberland 250

- *To design a logo for Northumberland 250.*
- *It's expected that Northumberland 250 will be shortened to #NLAND250 (similar to 'North Coast 500' which is NC500).*
- *The Northumberland 250 will be a recognised driving route. It will exist in the form of a travel website and information resource that will provide inspiration to travel to Northumberland and complete the 250-mile road trip.*

- *The Northumberland 250 offers visitors the opportunity to explore the region in depth via road in just a few days. Northumberland is a widely undiscovered wilderness that possesses a diverse range of locations, including beautiful white sand beaches, ancient castles, great walking and an abundance of wildlife.*
- *Longer term the business aims to become THE place to find out about Northumberland as a travel destination. It will become a comprehensive online travel resource that showcases a recognised travel route around the backroads of Northumberland.*
- *The Northumberland 250 will be working together with businesses from around the region to showcase unique places to stay, eat, see and do. The business will also have an eCommerce sector selling merchandise, local products and travel guides. This comprehensive resource will use inspiring high quality imagery and videos.*
- *The logo will need to be sufficiently versatile so to work effectively on social media, a website and merchandise.*
- *Competing travel resources include: Discover Our Land, Visit Northumberland, Northumberland National Park and Explore Northumberland.*
- *To target the following audience:*
 - *Those interested in adventure travel who enjoy being outdoors and exploring new places.*
 - *People who like to travel independently and enjoy the freedom to explore at their own pace.*
 - *Individuals aged 21-40 who are technically savvy (social media users)*
- *The ideal customer:*
 - *A 25 year old couple.*
 - *Young professionals living in the City (e.g.: Leeds).*
 - *They enjoy the outdoors and exploring new places.*
 - *They own walking boots, fleece and waterproofs and interact with outdoor adventure brands e.g. Patagonia, North Face.*
 - *They use social media to influence their travel decisions and like to maximise their free time on the weekend.*
 - *They care about the environment and want to spend their disposable income on experiences.*
- *Where relevant, the logo should relate with the following words: inspiring, informative, different.*

- *The logo should ideally create the reaction: 'That looks cool,' 'where is that?!'*
 - *Logos that capture a similar look and feel that the business is aiming for includes:*
 - *North Coast 500.*
 - *Hidden Scotland.*
 - *Patagonia.*
 - *North Face.*
-

Getting Approval

Once you have created a list of goals it's really important that your client (and the decision maker if it's a different person) checks and approves it in writing before you proceed with any designs.

This is so **you are both working towards the same goals.**

More importantly... if your client changes the goals after approval, you have solid ground to incur additional costs if you've wasted hours of design time. You remain in control.

The importance of a design brief: Success or Failure

I can't stress the importance of a solid design brief.

You might get lucky, however, I've found from experience that if your design brief is poor, no matter how good your designs, they are likely to be rejected because you failed to understand what you were trying to achieve.

On the other hand **a good design brief will ensure you understand what the client is trying to achieve**, allowing you to thoroughly research the company and target audience, and back up your design decisions when presenting too proving trust that you've done your job properly.

Your designs are much more likely to get approved and perform for the business too, so you're significantly more likely to get good testimonials & referrals as a result. It's a win for you, and your client too.

**Poor design brief
= Lack of understanding
= Failure**

**Good design brief
= Good understanding
= Success**

Want to learn more?

This series of free eBooks has grown into a full, 322-page guide called ***Make a Living Designing Logos***.

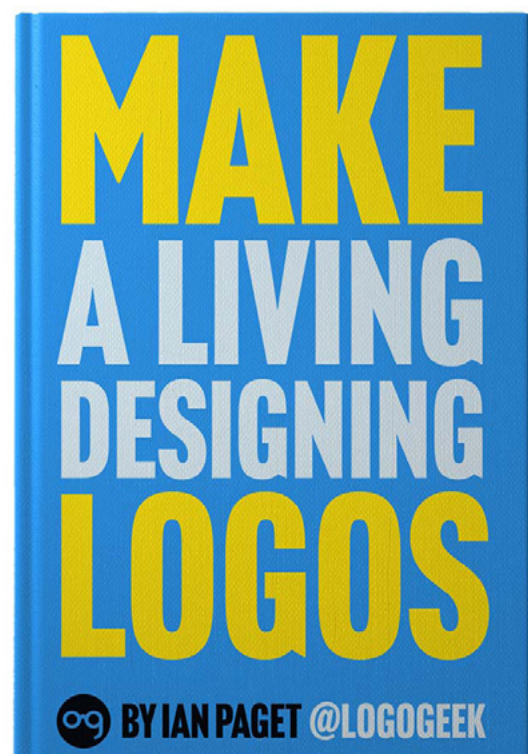
Ever dreamed of turning your logo design skills into a full-time income? I've been there, and I'd love to help you get there too.

In this book, **I share the journey of how I went from hobbyist to full-time logo designer**. It's packed with personal stories, practical advice, and the exact strategies that helped me build a successful career doing what I love.

Across 322 pages, I walk you through everything... from mastering the logo design process, to finding clients, to building a strong reputation in the industry.

I've written it as if I'm talking to a friend, being as honest and transparent as possible... no gatekeeping, no fluff. Just real insights that I hope will help you reach your own creative goals.

Make a Living Designing Logos is available worldwide through Amazon as a print-on-demand book, [in full colour](#) or a more budget-friendly [black and white version](#). And if you prefer to listen, there's also an [audiobook version on Audible](#) and other popular platforms.



About The Author

Ian Paget is a graphic designer with over 20 years experience working across designs for web and print.



Logo Geek started as a fun side project, which sparked the beginning of a passion that has now become his main source of income. Through Logo Geek Ian designs brand identities for clients, hosts a popular podcast, and runs a thriving community for those who love logo design.

Connect with Ian here and be sure to listen to the podcast:



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