



Logo Design Creative Brief

Whether you're representing a company or working independently, we can help you design a logo that's sure to get results. To help us meet that objective, please email us at lucille@websitedesignerjohannesburg.co.za with:

1. Your name
2. Email address and phone number
3. This document (once completed)
4. Any other marketing collateral designs you have (fliers, brochures, folders, etc)

Please answer the questions below. The more details you give us, the easier it will be to create a design that matches your vision.

What is the name of the person and/or organization this logo is for?

What does the company / organization do?

What adjectives best describe your company / organization
(Examples: authoritative, innovative, stylish, caring, etc.)

Who is your target audience?

Tell us what colors you prefer your logo to include:

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List some examples of logo designs you like (you can attach images or links), and describe what you like about them:

What is your slogan / tag line (if any)?

Do you want your logo design to match the current design of your website? (If you don't have a website, write "none")

Are you currently working with any time constraints? Ideally, how soon would you like to have your new logo completed?

Do you have an idea of what you want? If so, please describe your requirements in as much detail as you like

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