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**Logo Brief**

Kindly fill these questions, they will help generating further ideas and build

a design direction.

1. Name to incorporate in the logo

2. What do you do?

3. Mission Statement or Brand Purpose in a few words:

4. Five words that represent your brand:

5. Three messages your brand needs to communicate:

6. What colors represent your brand

7. Other color requirements:

8. Style Attributes

Classic Modern

Mature Youthful

Feminine Masculine

Playful Sophisticated

Economical Luxurious

Geometric Organic

Abstract Literal

9. We want to know your style, are there any logos you admire? (They don’t have to be related to your industry)

10. Who is your target consumer / market

11. Story behind the name / brand (concisely, if applicable)

