

Logo and visual identity brief

Fill in before ordering a logo or designing one yourself. Short answers are enough; “not decided yet” is also an answer. Print it, write by hand, keep the agreed copy.

1. The business and its customers

What does the business do, and for whom?

One or two sentences a stranger would understand. Who buys, where, how often.

Three things customers should feel or remember

One per line. In a customer's words, not “quality” or “modern”.

What must the brand never look like?

Cheap, childish, corporate, like a pharmacy... Name the impressions to avoid.

2. Competitors

Competitors and how they look

Name, main colours, type of mark (symbol, lettering only, emblem). The result must not be confused with any of them.

3. Where the logo will live

Cross out the placements you do not use, write in your own sizes and add the ones that are missing. Measure with a ruler; do not estimate.

Where it is used	Size (write yours)	What the logo must survive there
Sign or shop front	Width ____ m, read from ____ m	Distance, dusk and night lighting, a passing glance; often cut from one material in one colour
Packaging, label, sticker	____ x ____ mm	Small print, coloured or rough stock, a single ink, curved surfaces
App icon	Square; judge it at the size on a phone screen	No room for the full name: a symbol or one or two letters; the corners get rounded off
Social avatar	Often a circle; judge it at the size next to a comment	Corners cut off by the circle, thumbnail size, light and dark backgrounds
Invoice, contract, stamp	____ mm wide in the header	Black-and-white office printer, photocopy, scan

Where it is used	Size (write yours)	What the logo must survive there
Other: 	 	

The smallest size the logo must work at

The smallest real placement from the table, in mm or px. The checklist is run at this size.

4. Name, slogan, scripts

The name exactly as it must be written

Capital letters, spaces, punctuation; the legal form if it has to appear.

Slogan or descriptor, if there is one

Say whether it always accompanies the logo or only sometimes.

Languages and scripts the mark must support

For example Latin and Arabic, or Latin and Cyrillic. Write the name in each version.

5. What to keep and what to look at

Existing colours, fonts or materials to keep

A sign already made, packaging already printed, a colour customers know. Say what is fixed and what may change.

References you like, and why

From any field, not only logos. Say what exactly works: the lettering, the colour, the calm.

References you dislike, and why

The reasons matter more than the examples.

6. Decision, deliverables, terms

Who decides, and how?

One name for the final yes. Who else is consulted and at which stage; how many concepts and revision rounds are agreed.

Deliverables expected

Logo versions (main, compact, one-colour, for dark backgrounds), colour codes for print and screen, fonts and their licences, usage rules, file formats (vector and raster).

Deadline

The date and what depends on it: an opening, a print run, a launch.

Budget range

From and to. A range lets the designer propose a realistic scope.

7. Judging the concepts

Run every concept through these checks before anyone says whether they like it. A concept that fails a check goes back with the number of the check, not with an opinion.

- ☐ It is readable at the smallest size from part 3: print it at that size and look at it from arm's length
- ☐ It works in one colour, with no gradients or shadows: black on white and white on black
- ☐ Placed next to the competitors from part 2, it cannot be mistaken for any of them
- ☐ It fits every placement in the table, including the square and the circle
- ☐ The name is legible in every script and language listed in part 4
- ☐ It carries at least one of the three things from part 1 and nothing from the “never” list

EXAMPLE (FICTIONAL BUSINESS, ILLUSTRATIVE FIGURES)

Hollow Oak Coffee, a two-person roastery that sells at a weekend market and online. Does: roasts small batches for people who brew at home. Should feel: calm, hand-made, exact. Never: a chain café, a souvenir shop. Competitors: two local roasters, both black on kraft paper with a line drawing. Smallest size: an 18 mm round sticker on the bag. Scripts: Latin only. Keep: the dark green of the market stall. Decides: Dana, after talking to her partner. Deliverables: main and round versions, one-colour version, colour codes, font licence, one page of usage rules, SVG, PDF, PNG. Deadline: six weeks before the autumn market. Budget: \$700–1,100.

A similar mark may already be registered. This brief does not check that. Searching trademark registers is a separate step, taken with the trademark office of each country where you will trade or with a trademark lawyer, before anything is printed. This is a plain caution, not legal advice.