



**How to write an
effective brief**

**for your new logo
and visual identity**

An effective design brief will inspire our designers to design the perfect logo and identity for your organisation

Is it time to look at your brand with a fresh perspective?

Do you want to know the most effective way to explain it to the team who will be working on developing it?

Our years of experience producing effective marketing and fundraising materials for our clients have enabled us to develop helpful processes for briefing teams and producing creative work that meets (and in many cases exceeds) requirements whilst staying within your budget.

We've developed the following template to use when writing a brief for your visual identity. We believe this template is particularly helpful because it:

Sets out clear goals and expectations of the piece of work

Provides useful background knowledge to the project

Leads to increased understanding of the project and its intended outcomes

Reduces the length of time a project takes to reach completion (as a greater depth of understanding at the early stages means fewer amends are likely later on)

To ensure accuracy when briefing a project it is also helpful to remember the following top tips:

- / Be concise
- / Only include relevant information
- / Don't use jargon words (or explain any jargon words you do have to use)
- / Deliver your brief in person if possible

General summary

Project title	
Your Contact Details	
Date	
Schedule / Key dates	<i>e.g. Project deadline</i>

Project Overview

What would you like designed?

e.g. Core logo, font style, colour palette, family of logos, visual devices, refresh of existing design.

Background Information

Please provide information about your organisation. This is very important in helping us understand the identity of your organisation (brand) which needs to be conveyed by your logo / visual identity.

Please include key information such as:

- *Core mission, vision and values. Core products and services*
- *Any relevant historical or current information*
- *Anything UNIQUE about your organisation*
- *Any EXACT wording that your logo (& strapline) needs to be*

Likes and dislikes

Please provide examples of any material you like or dislike. This could be from your organisation, an organisation like yours or from an unrelated organisation. If this is a redesign please also give the likes and dislikes of your current logo/identity.

Please list any 'MUST NOTs'.

Please provide any preferred styles and colours.

Competitors / Similar organisations

Please provide information about any relevant organisations that provide a similar (or competitive) service to yours. Similar organisations include:

Specific details of this piece of work

Purpose

Why do you need a logo / visual identity?

Target audience

Please provide short profile information about the key people (audiences) your logo / visual identity needs to connect with.

What your logo needs to communicate

What does your logo need to communicate about your organisation?

E.g. What emotion do you want to express and what descriptive information needs to be conveyed?

Please give us 3 key words that describe what your logo must convey.

E.g. strong, energetic, feminine.

1)

2)

3)

Strap line / Tagline (if relevant)

Please provide information about any key messages that will be communicated as part of, (or alongside) your logo.

E.g. Does your organisation have a tagline or strap line?

Tone and style

Please supply any relevant information about the personality or character of your organisation and the way it presents itself. e.g. formal/informal

Usage

Please detail where the logo / visual identity will be used. E.g. Website, stationery, social media, signage.

Deliverables

Please supply details of any other project requirements.

For example:

- *Do you require a documented style guide (brand guidelines) to be created?*
- *Do you require design of specific materials to include your new brand?*

Existing brands

If this project is to refresh an existing visual identity or create a 'sub-brand' – Do you have Brand Guidelines or an existing style guide?

- *If "yes" - please supply*
- *If "no" but you have existing material that shows your established style - please supply that*

Anything else?

Please supply any other relevant information.

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