

CREATIVEPIXELS

# Logo & Brand Brief

For new logo design or rebrand projects

Printable brief · approx. 12 min · 25 questions

YOUR NAME

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EMAIL

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COMPANY

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IN ONE LINE

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## About the brand

Brand name \*

Tagline (if any)

In one sentence — what does the brand do? \*

Why was the brand created?

## New brand or rebrand?

**Is this a new brand or a rebrand? \***

- Brand new
- Rebrand / refresh
- Sub-brand of an existing brand

**If rebranding, why now?**

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**Upload current logo (if rebrand)**

Attach this file when you complete the online brief.

## **Audience & positioning**

**Who is your audience? \***

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**Who are your main competitors?**

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**What do you want people to feel when they see your logo?**

- Trusted
- Innovative
- Friendly
- Premium
- Playful
- Bold
- Calm
- Energetic
- Sophisticated
- Approachable

**Visual direction**

**Which directions feel right?**

- Wordmark
- Lettermark
- Symbol + wordmark
- Abstract mark
- Illustrative
- Emblem / badge

**Logos you admire (URLs or upload)**

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**Existing inspiration / mood board**

Attach this file when you complete the online brief.

## Any colours you love or hate?

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## Type style you lean toward

- Serif (classic, trusted)
- Sans (modern, clean)
- Display (distinctive)
- Hand-drawn (warm)
- Mono (technical)

## Where it will live

### Where will the logo be used?

- Website
- App icon
- Print / signage
- Apparel / merch
- Packaging
- Social media
- Vehicle livery
- Email signatures

### Will you need a full brand system (colours, fonts, guidelines)? \*

- Yes
- No

## Timing

**When do you need this delivered? \***

- ASAP (under 2 weeks)
- 2-4 weeks
- 1-2 months
- Flexible

## Budget

**Project budget \***

- Under £1k
- £1k-£3k
- £3k-£7k
- £7k-£15k
- £15k+

## Sign-off

**Who has final approval? \***

**How many people need to weigh in?**

- Just me
- 2-3 people
- A committee

## Tone

**Pick the dial — playful vs serious**

Playful

Serious

Mark a number from 1 (left) to 10 (right)

## Pick the dial — modern vs classic

Modern

Classic

Mark a number from 1 (left) to 10 (right)

### Don't-do list

#### Anything we should NOT do?

Cliches, colours, shapes, comparisons to avoid.

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### Anything else

#### Anything else we should know?

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When you're ready, complete the online version at the link CreativePixels sent you. Required fields are marked with

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