

FOUNDRY & CO

Logo & Brand Brief

For new logo design or rebrand projects

Printable brief · approx. 12 min · 25 questions

YOUR NAME

EMAIL

COMPANY

IN ONE LINE

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?

Upload current logo (if rebrand)

Attach this file when you complete the online brief.

Audience & positioning

Who is your audience? *

Who are your main competitors?

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)

Existing inspiration / mood board

Attach this file when you complete the online brief.

Any colours you love or hate?

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.

Anything else

Anything else we should know?

When you're ready, complete the online version at the link Foundry & Co sent you. Required fields are marked with *.