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| [https://smart-design.by/](https://smart-design.by/en/)en/  [mail@smart-design.by](mailto:mail@smart-design.by)  +375293230623 (Telegram, Viber, WhatsApp) |  |

**Logo Development Brief**

*For a better understanding of your goals, we kindly ask you to fill out the questionnaire as detailed as possible. This will help us to quickly estimate the price and terms of implementation.*

|  |  |
| --- | --- |
| Date |  |

**Way of communication**

|  |  |
| --- | --- |
| Contact Person |  |
| Telephone / Skype |  |
| Email |  |
| Comfortable time for a call and your time zone |  |

*We guarantee complete confidentiality of the information provided about you and your activities.*

*If you are having difficulties completing the brief, please feel free to contact us in any way convenient for you. We will fill it together.*

**Marketing component**

|  |  |
| --- | --- |
| Company’s sphere of interest |  |
| Business portfolio:   * Year of establishment * Number of employees * Advantages * Sample of your goods or services |  |
| Target audience:   * Customers (retail) * Companies (wholesale) * Retail and wholesale |  |
| Age groups of typical customers:   * Under 18 * 18-25 * 25-40 * 40 and older |  |
| Brief of typical customers:  geographical – country, region, city. demographic - gender. psychographic – middle class, way of life, personality type, interests. |  |
| Positioning of company’s products or services:  Innovative, classic, other |  |
| What price range for services or products of the company:  Below average, average, above average, expensive. |  |

**Graphic Aspects**

|  |  |
| --- | --- |
| Concept:  What idea should an image of a logo contain? |  |
| The words that are most suitable for the style of the logo:  Example: strict, youth, avant-garde, graceful, soft, sports, voluminous, etc. |  |
| Color spectrum:  Colors desired or required. If yes, also indicate unwanted colors. |  |
| Graphic elements:  Graphic images that are desirable or required to use.  If there are undesirable elements, then also please indicate them. |  |
| Imagine the logo is a piece of music. What genre do you attribute it to?  • Opera  • Classic  • Pop  • Rock  • Electronic |  |

**Technical Aspects**

|  |  |
| --- | --- |
| Name  What text content should be in the logo? Example: BestBuy, Sony |  |
| Interlineation  Slogan, site, field of activity (one for choice)  Example: online store, best products, amazon.com |  |
| Examples of logos you like  It might be not from the subject area. How did you evaluate? |  |
| Examples of logos that you do not like  It might be not from the subject area. How did you evaluate? |  |
| Logo language:   * English * Dutch * Other |  |
| Additional information:  Additional wishes for the logo |  |

**Budget and timeline**

|  |  |
| --- | --- |
| Estimated budget |  |
| Desired and mandatory deadlines |  |

*Please be advised that the brief serves as the basis for Terms of reference. Subsequently, deviations from the technical specifications, within the framework of special service packages, might not be possible.*

*We kindly ask you to provide us with sincere answers, as well as make clarifications if necessary.*

*If you don’t know what to answer, please leave a comment about it, for example "at your discretion".*

**Your comments, questions, wishes**

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*Thank you for working with us!*