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LOGO DESIGN

CREATIVE BRIEF

To better understand the nature of your business and the image of your company, products or services, please provide as much detailed information as possible

Name: _____ Phone: _____

Company: _____ Fax: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____ Website: _____

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1. Logo Name: _____

2. Do you have a tagline, slogan or website address that you want to incorporate with the logo? No Yes:

3. What is your mission or vision? _____

4. Describe your target market or demographic: _____

5. What keywords best represent the image of your company? (modern, upscale, luxury, casual, established, beachy, fun, high-tech, etc.)

6. What do you want the logo to say about your company? _____

7. Who are your closest competitors? _____

8. What makes you different from your competitors? (product, expertise, years in business, location, customer service, etc.)

9. What logos do you like? _____

10. Any symbols, objects or themes that you would like to incorporate into the logo? _____

11. Any color preferences? _____

12. Any colors that you definitely **do not** want used? _____

13. Any certain fonts or font styles you want used? _____

14. Any fonts or font styles that you **do not** want used? _____

(also see page 2) — To start your custom logo design, submit this form to: tracy@oceanwilddesign.com
or fax (toll-free) 866.730.9432 or mail to: OCEANWILD DESIGN, P.O. BOX 567, OCEAN VIEW, DELAWARE 19970-0567

15. Preferred Logo Styles (You may check more than one) (The below logos are only shown for example)

Symbol/Pictorial Logos
(i.e. Apple)



Abstract Mark Logos
(shape or symbol used to represent your business, i.e. Pepsi)



Letterform/Initial Logos



Emblem/Crest Logos
(i.e. Harley-Davidson)



Illustrative Logos
(may require add'l time)



Character/Cartoon Logos
(may require add'l time)



Photographic Logos
(i.e. Real Estate Agent logos)



Wordmark Logos
(your company name in a custom, stylized font; i.e. Coca Cola)

Web 2.0 Logos
(glossy, reflective surfaces, gradients, rounded corners, etc.; i.e. internet or app logos; i.e. YouTube)

16. Any comments or special instructions? _____

17. What is your time frame? _____

USE THIS SPACE FOR ANY LAYOUT OR ROUGH IDEAS:

(Please provide any additional photos, illustrations, layout ideas, etc. or a copy of your current logo — email to: tracy@oceanwilddesign.com)



TO START YOUR CUSTOM LOGO DESIGN, \$150 IS DUE UPFRONT (BALANCE DUE UPON FINAL DELIVERY OF FILES)

Payment Method:    

Name On Card: _____

Account #: _____ Exp. Date (mm/yy): _____ CV#: _____

Billing Address (if different than above): _____

Authorized Signature: _____

Check Enclosed



Mail payment to:
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