



IMAGE & DESIGN STUDIO  
MEDIA • DESIGN • ADVERTISING

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## LOGO DESIGN BRIEF

Note: This is an interactive PDF form. After completing the form, click on submit at the end to email to Image and Design Studio.

Here at i-D, we believe that good design provides a distinct advantage and is crucial to making a great first impression. We get a lot of requests for logo designs from people with only \$100/\$200 allocated. It's simply not feasible for i-D to spend the time involved for this amount of money. To help you make a great first impression, we've divided our logo design service into three levels for you.

### Logo Design Level One \$749.00

This level is ideal for fledgling entrepreneurs and start up businesses. It may also suit established SME (small to medium) businesses who require a basic freshening up of existing branding, or a non-profit organisation needing a professional image at an economy price. Included are 3 initial draft concepts, and up to 3 revisions of one concept. Final logo as master artwork file, in colour and mono via email.

### Logo Design Level Two \$1,199.00

Ideally suited to many businesses, this level provides additional scope for change and experimentation with the design, which is often helpful when there are more than two people making the decision. Included are 5 initial draft concepts, and up to 5 revisions of one concept. Full set of artwork files for print and digital applications provided on CD.

### Logo Design Level Three \$1,950.00

A comprehensive design package that will benefit companies and organisations with involved communication requirements and audiences. Included are 8 initial draft concepts and unlimited revisions, with the option of additional new concepts. Full set of artwork files for print and digital applications provided on a CD.

## The Brief

When you're dealing with a graphic or logo design project, it's critical to write a detailed design brief at the beginning. There are two reasons for this: One, it ensures that you, as a business owner or in-house manager, knows exactly what you want to achieve; and two, the brief acts as a point of reference for designers, giving them key points to focus on. Put simply, the more information you provide at the beginning of the project to i-D, the more value for money you'll receive.

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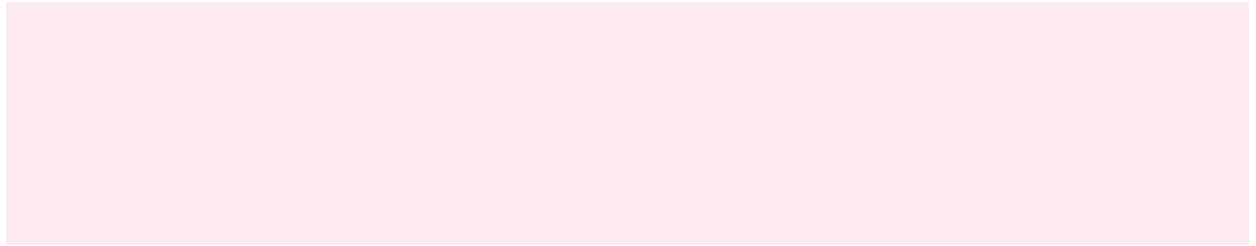
[www.i-d.com.au](http://www.i-d.com.au)

This design brief was created by Image and Design Studio. The design can only be as good as the brief we work from and the best projects are borne from briefs that are open enough to inspire ideas, while being specific enough to feel workable.

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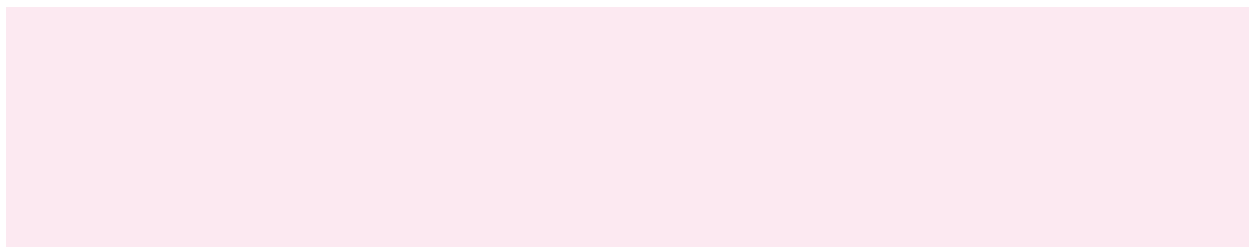
## Corporate profile

Provide a summary of your business along with a brief history. Write a short, honest synopsis of your organisation or company. Don't take this information for granted, and don't assume that we will necessarily know anything about your industry sector. Tell us about what your organisation does; how long you have been established and how many staff you employ; what your niche market is; and how you fit in to your industry sector.



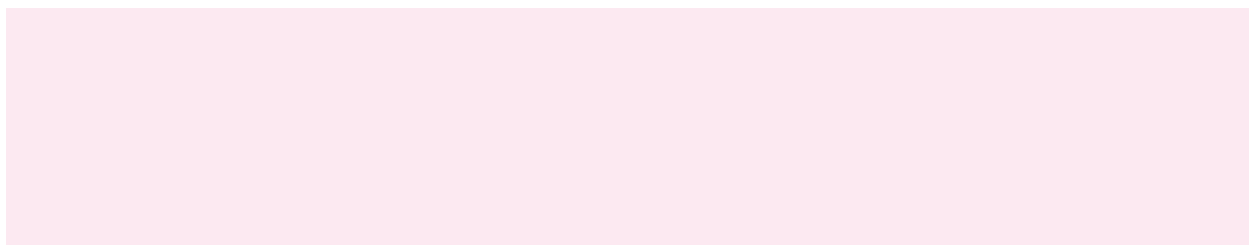
## Market position

A realistic evaluation of your company, service, or brand relative to your what the competition is doing.



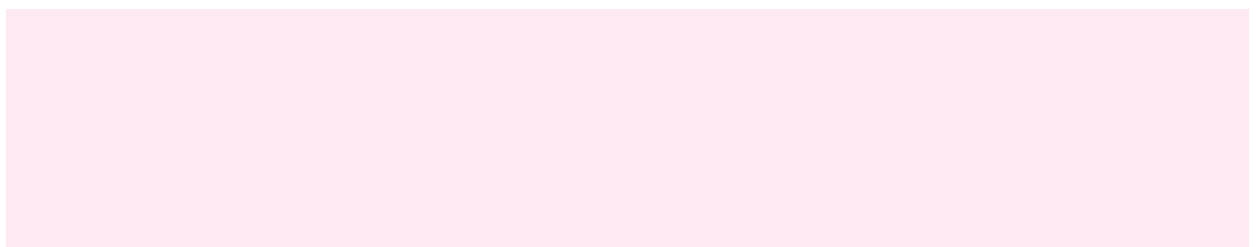
## Current situation

Explain what's happened to bring about the need for this project. For instance, do you want to: generate sales; encourage enquiries; gain newsletter subscribers; obtain information from your audience;



## Communication background

This includes both previous and present communication activity, such as research, advertising, direct mail, graphic design, public relations etc.



## Communication task — “the message”

What’s the context of the specific message in relation to your business plans? Include pieces of information to be shown in the designed item e.g. text, logos, images etc. Do you want to completely reinvent yourself or are you simply updating your promotional material?

## Target market

Demographics — the age, gender, income, employment, geography, lifestyle of those you want to reach.

## Objectives

What do you want to achieve? Make your objectives specific and the results measurable. Good design can have a huge influence on the success of a company’s marketing strategy, but in order for success to be ensured, clear goals must be set.

## Schedule and deadline

Provide a detailed and realistic schedule of how you would like the project to advance. Take the following into consideration: Consultation (research, strategy, brief development); Creative (concept and design development) Production (artwork, printing and other production); and Delivery.

## Design Examples

Providing examples of what you consider to be effective or relevant design can be a great help. Make sure to include samples of your company's current marketing materials - even their only purpose is to explain what you don't want from your new marketing materials!

If there is a design style that you particularly like or dislike - then explain why below. If you're not entirely sure why you like a certain design style, then good starting points include: colour; imagery; quantity and quality of text; typography; and the atmosphere that particular designs create.

The more clues you give about your design tastes, the more likely we'll be able to produce something close to your aims. Expecting i-D to second-guess what you require rarely produces the best results.

