



Logo Design Creative Brief

We can create the perfect logo for your company or organization's image. To help us meet that objective, please email us at art@companyfolders.com with:

1. Your name
2. Email address and phone number
3. This document (once completed)
4. Past logo(s) if you have them
5. Any other marketing collateral designs you have (business cards, brochures, etc).

Please answer the questions below. The more details you give us, the easier it will be to create a design that matches your vision.

What is the name of your company/organization?

What does the company/organization do?

What adjectives best describe your company/organization?
(Examples: authoritative, innovative, stylish, caring, etc.)

Who is your target audience?



What type of logo do you want?

(For more info about the different types of logos, [read this article](#))

List some examples of logo designs you like (you can attach or link images), and describe what you like about them:

Name one or more things that your logo design absolutely must include.

What is the URL of your website? (If you don't have a website, please write "None.")

Do you want your logo design to match the current design of your website?

(If you don't have a website, please write "None.")