**Coffee & Candle**

# Logo Design Brief Template

Answer each part in a few sentences, then send it to your designer.

## 1. The business

- The name, and how to say it if that's not obvious
- What you do, in two sentences
- How long you've been going, and where you want to be in three years
- What makes you different

## 2. The audience

- Who are your customers? Real people, not age brackets.
- What do they care about?
- Where will they first see your logo?

## 3. Personality and position

- Five words that describe the brand
- Five words it should never be
- Where you sit on price: budget, mid-range or premium
- Your brand values, a line each

## 4. Competitors

- Three to five competitors, with links
- What you like and dislike about their logos
- Which category conventions you want to follow, and which to break

## 5. Style and references

- Logos you admire, and why
- Whether you lean towards a wordmark (just the name), a symbol, both, or a monogram
- Colour preferences or limits, and why.
- Type ideas.
- Anything to avoid

## 6. Where it has to work

- Where it'll appear: website, packaging, signs, social, uniforms
- The smallest size it has to work at
- Whether you need one-colour and reversed versions
- Legal points, like trademark checks

## 7. What you'll get

- Files: vector (SVG, EPS or PDF), PNG with a transparent background, a favicon
- Versions: horizontal, stacked, icon only
- Colours: full colour, black, white
- A short page on how to use it
- Confirmation that you own the final artwork

## 8. Budget and timings

- Your design budget, as a range
- Key dates, like a launch or print deadline
- Who signs it off, and how long that usually takes

Want a hand with this? Book a free consultation or read the full guide at www.coffeeandcandle.com/blogs/logo-design-brief-template.