



## Design Brief Client Information

Full name of your company as you would like it to appear in your project:

Please provide a one paragraph clear description of your company (ie. Mission statement or elevator pitch):

Please list at least one (or more) competitor(s) that are along the same field of work as your company and list their website(s) for reference:

Do you have specific colours that you would like to see within the branding (please indicate if the colours you list are a guideline or if they are a set choice that must be worked with):

3-10+ keywords of the first impression you would like to make to a new viewer when viewing your logo/branding/website -what emotions or reactions do you want your brand to evoke? (ex.: bright, professional, friendly)

Please list two logos/brands (and their websites) that you admire for inspiration for your logo design and indicate the specific reason why you like them.

Please provide anything else that you believe may be helpful for me to know before moving forward:

Let's bring your concept alive!