

Creative Brief
LOGO WORKBOOK



CLARICEGOMES.CA

WHAT IS THIS...

A series of questions that guide you in
collecting your thoughts when preparing to design
your brand logo.





1

What
IS A LOGO?

A logo is a visual representation of your brand - an piece to your brand identity. It is normally represented through an icon or glyph combined with type.



2

What **IS A GOOD LOGO?**

A good logo is simple, yet unique. It resonates quickly in the minds of your target market. Intricate and complex logos don't quite have the same effect. Case in point, Nike, Chanel etc. It is very important that customers are able to remember your logo to cultivate brand recognition.



3

To HIRE OR NOT TO HIRE?

Hiring a professional is entirely up to you. The rule is, go with the professional, but there are always exceptions. Either way, always ensure your logo is legible and recognizable at any given size and on any media. Having a coloured and a black and white version is a must.

TIPS

- Always make sure you have a vector version of your logo. Vector formats enable you to enlarge your logo to any size.
- Their extensions are .eps and .ai and are almost always created in Adobe Illustrator.



READY TO START?

This next series of questions will walk you through a process that will help define what you want in your ideal logo.

SHALL WE? LET'S BEGIN.



4

Thoughtful QUESTIONS

BRAND NAME

Your brand name and spelling.
Give thought to upper and lowercase.

ICONS

Are there icons you feel that will
represent your brand really well? List a
few ideas for exploration.

FONTS

Serif or san-serif fonts? Would
you prefer a script, instead? Or a
combination of two styles perhaps?

- SANS-SERIF
- SERIF
- SCRIPT
- CUSTOM HANDLETTERING
- OTHER



COLOURS

Do you have an idea of colours you would like? What are colours you do NOT like?

- | | |
|---------------------------------|--------------------------------|
| <input type="checkbox"/> RED | <input type="checkbox"/> GREY |
| <input type="checkbox"/> BLUE | <input type="checkbox"/> GREEN |
| <input type="checkbox"/> YELLOW | <input type="checkbox"/> BLACK |
| <input type="checkbox"/> ORANGE | <input type="checkbox"/> _____ |
| <input type="checkbox"/> PURPLE | <input type="checkbox"/> _____ |
| <input type="checkbox"/> PINK | <input type="checkbox"/> _____ |

DESIGN STYLE

Listing a couple of design examples that you like, provides an idea of design style ad direction. If you find yourself clueless here, try looking at brands you like or admire, magazines or websites, for inspiration. Make a note of them here.

PLACEMENT

Make a list of all the places the logo will go. Determining where the logo will be placed can also be useful for future usage. Will it be for web and print? Will you need a one colour version of it?

FEELINGS

What feelings should the logo evoke in people? How should people feel when they think of your brand? (i.e. happy, serious, fun, trust, fear etc.)



Surprise!

Here's a fun exercise.

SKETCH IDEAS

You might not think highly of yourself as a sketch artist, but give it a shot. Some world famous logos were first scribbled on a paper napkin; true story.

NOTES

thank you

YOU HAVE OFFICIALLY COMPLETED
YOUR LOGO CREATIVE BRIEF.

I hope you were able to flesh out some ideas. Drop me a line
at, clarice@claricegomes.ca, to let me know how this worked out for you.

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