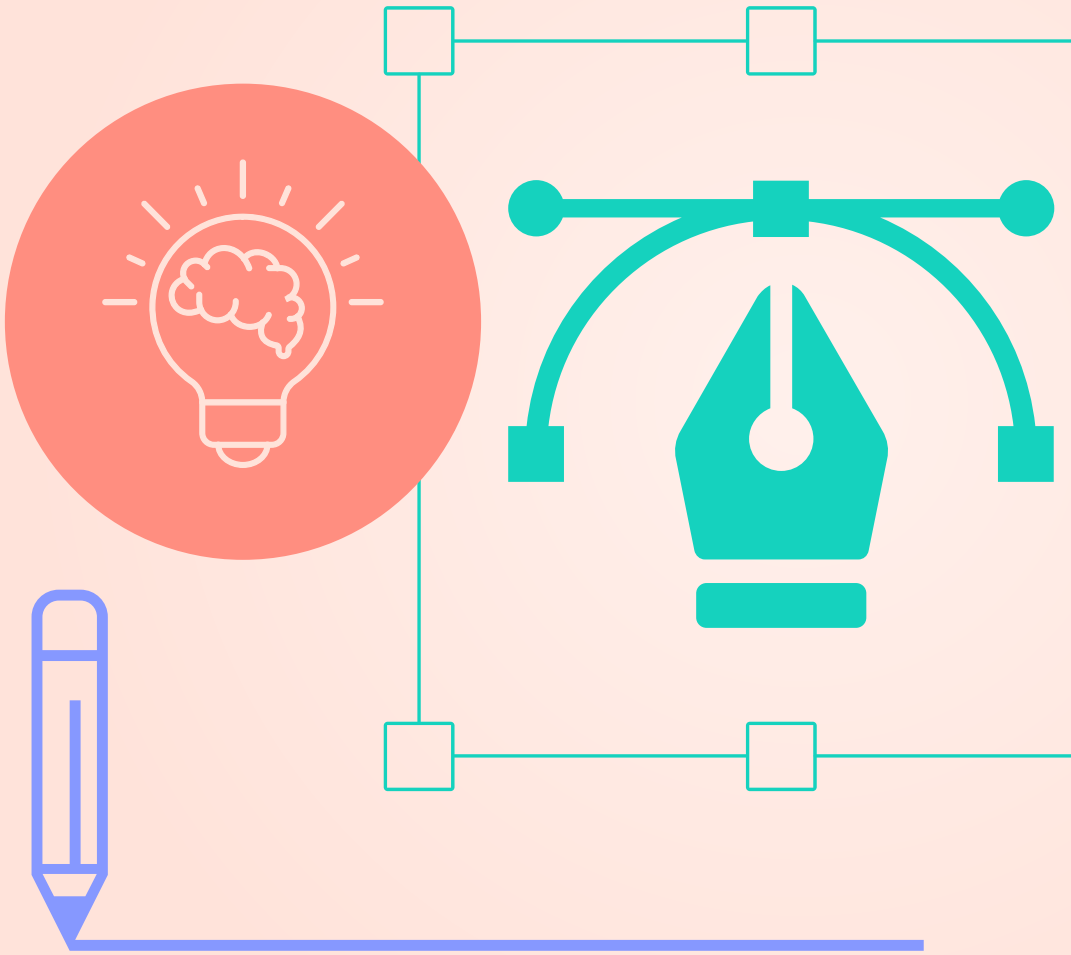
Logo Design Briefing Checklist



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CHECKLIST

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Cadence _____

Last Review _____

Date _____

By _____

A good logo is more than just a pretty image—it's a powerful tool that communicates your brand's identity, values, and offerings to your target audience. By embodying characteristics such as simplicity, relevance, memorability, timelessness, and versatility, your logo can become an enduring symbol of a brand's success and legacy. This checklist will help ensure that your logo meets the criteria for success in both design and functionality.

Basic Company Information

- [ ] Outline what industry or niche your business operates in
- [ ] Prepare a brief history of your company and its purpose
- [ ] Provide a summary of your company's unique selling points and what sets it apart from competitors

Brand Identity and Values

- [ ] Outline what principles/values define your brand
- [ ] Decide how you want your brand to be perceived by your audience and industry
- [ ] Summarise the core idea or feeling your brand represents and aims to evoke
- [ ] Highlight your brand's mission and vision statements (if available)
- [ ] Describe your brand personality by listing traits that characterise your brand (e.g., approachable, luxurious, innovative)
- [ ] Clarify your brand voice by providng details on your brand's tone of communication (e.g., formal, friendly, quirky) and how it should influence the logo's style

Target Audience

- [ ] Decide who you are trying to reach
- [ ] Identify key demographics, such as age, gender, and location of your audience
- [ ] Explore your audience's interests, challenges, and behaviours to inform design decisions

Preferences

- [ ] Decide the type of logo you want (e.g., wordmark, icon-based, combination mark, emblem)
- [ ] Define your style (e.g., modern, vintage, minimalist, bold, playful, etc.
- [ ] Outline any colours you want to include or avoid or specify pre-determined colours from an existing brand
- [ ] Decide on font preferences, such as serif, sans-serif, or custom typography

Competitor Analysis

- [ ] Prepare a list of competitor logo examples you admire or dislike, and explain why
- [ ] Provide information on how your logo should stand out from or relate to competitors' branding

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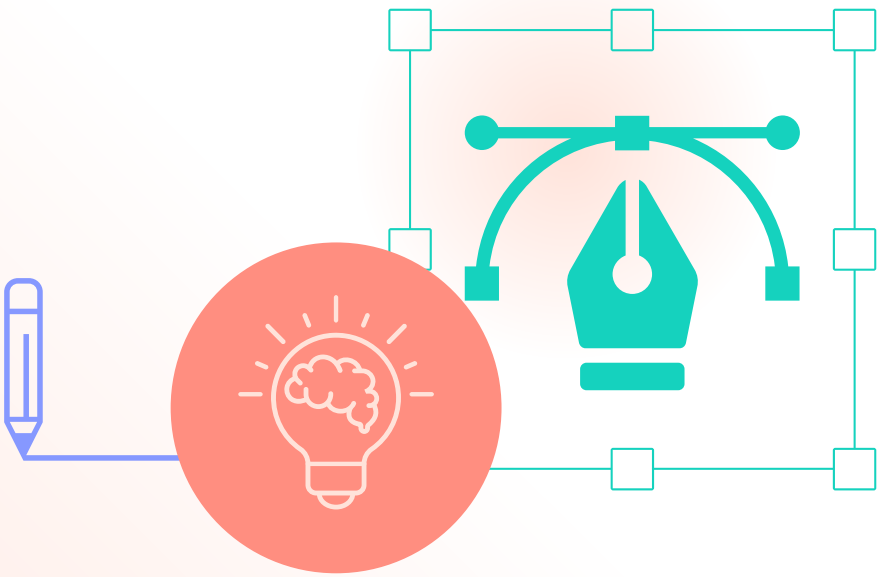
Inspirations and References

- [ ] Prepare examples of logos, designs, or styles you find appealing
- [ ] Provide visuals or a mood board that captures your desired aesthetic, or ask for assistance in creating one
- [ ] List specific elements you want to include or avoid in your logo design, such as shapes, patterns, or symbols
- [ ] Consider referencing broader design trends that resonate with your brand vision

Usage and Applications

- [ ] List out where your logo will appear (e.g., website, business cards, signage, packaging)
- [ ] Determine if your logo will need to work in both digital and print formats
- [ ] Determine if you need your logo design to be reproduced in both small and large applications
- [ ] Identify any specific usage scenarios that might require unique logo adaptations

Project Scope

- [ ] List out exactly what you need from the project (e.g., number of logo variations, colour palette development, style guide)
- [ ] Provide details about additional deliverables, such as branding guidelines or social media assets
- [ ] Define your timeline, including deadlines for drafts and final delivery
- [ ] Set expectations for the revision process, including the number of revisions you'd like included