

GOODCREATIVEACADEMY

Example Logo Design Brief (a truly “brief” and concise example)

COMPANY & BACKGROUND

Name: Fuson Enterprises

Fuson Enterprises is a newly launched company that was founded by the client, Chris Fuson. Client sells products online and is wanting to expand his company. Part of this process is to brand the parent company. The company specializes in online retail.

Since the parent company is new, there is no current slogan or logo.

LOGO LOOK AND DESIGN

Preferred Style of Logo: Monogram (the initials “FE”)

Client also wants a version of the logo with the name spelled out below the initial.

Include classic, cool colors such as blue, or black and gray

Words to associate with brand and logo: Firm, Professional, Simple, Streamlined

The logo should have a “corporate, professional look.”

PURPOSE OF LOGO BRAND

The purpose of this logo and branding is to establish credibility in the minds of customers and other potential business partners. This will be the logo for the parent company so it should invoke trustworthiness and respect from those considering doing business with the client.

INSPIRATION/COMPETITION

Client is inspired by logos from online companies that sell products, including Amazon. Client wants to expand operations and raise awareness of company with a branding initiative, in order to compete with larger companies.

TYPES OF MEDIA

The logo should look good in print as well as online, including web sites and mobile.

Files to be included in final logo:

Raster: High Resolution.PSD (Photoshop) and .PNG (for web)

Vector: Illustrator .AI and .EPS

Large PDF will also be included