



Logo and Stationery Design Brief

About This Brief

In order to develop a new brand for your business, it is very important that we get as much information about your business (organisation) as possible. This way we can ensure that your logo (and/or stationery) fulfils your desired requirements and we can deliver it on time.

The purpose of this design brief is to identify the following information about your brand:

- Its core message
- Its target audience,
- Its look and feel

This design brief questionnaire should take approx. 20 minutes to complete. If you have any questions or issues please contact your WebCare Project Manager on 1300 656 902.

You can fill in the answers to this form on your computer – just click in each area and start typing!

When you have completed this form, please save it and email it back to us at designs@webcare.com.au or you can print it and fax it to us on **08 8121 8572**. As soon as we have received your form, we can get started on your design concepts.

Essential Information

Primary Contact

Who is the primary contact person responsible for overseeing your brand's development?

Name: _____
Phone Number: _____
Email Address: _____
Company Name: _____

Primary Business Card

If you are having a business card design done, what info should appear on the card (just fill in those that you want on the card)? If same as above, just write "A/A" (for "as above").

Name: _____
Title/Role: _____
Phone Number: _____
Email Address: _____
Postal Address: _____
Physical Address: _____
Web Address: _____
Other (please state): _____

Additional Business Card

If you are having a second business card done (ie for another person), please provide the details to appear on that card.

Name: _____

Title/Role: _____

Phone Number: _____

Email Address: _____

Postal Address: _____

Physical Address: _____

Web Address: _____

Other (please state): _____

Letterhead

If you are having a letterhead design done, please provide the details to appear on the letterhead.

Phone Number: _____

Email Address: _____

Postal Address: _____

Physical Address: _____

Web Address: _____

Other (please state): _____

Timeline Considerations

Are there any external imperatives affecting the timeline for this project? (E.g. PR launch, tradeshow, marketing campaign, annual report, funding requirement, website design etc)

Yes**	Details (including date): _____ _____
No	We'll still get your work completed as quickly as we can!

** Please note: in most circumstances we **cannot guarantee** that your logo/stationery will be completed by a specific dates because there are too many variables that are beyond our control. Please talk with your project manager about ways you can assist to expedite the design process (most notably by giving feedback within 24 hours).

Logo Words

What **name** should appear in the logo (this is usually the business name)?

Do you want a **strapline** (ie a slogan that you want incorporated into the logo)? This will often appear underneath the logo. For example: *CocaCola It's the Real Thing*

Your Company Profile

The following points are designed to identify the overall goals and look of your website. Please try to answer each question briefly and clearly. Any additional comments can be made at the end of this questionnaire.

What products and/or services does your organisation/company offer?

Who is your primary target audience? Outline demographic features including age, gender, income, occupation, location etc.

Do you have any existing branding examples that you would like us to take into account when designing your logo? Eg: publications, advertising or packaging materials?

Yes	Please email through examples to your WebCare Project Manager. Accepted file formats for web-ready images include: .jpeg, .jpg, .bmp, .png or .gif. High resolution images are preferred. See Appendix 1.0 for additional information about supplying images to WebCare
No	No problem – most people don't!

Do you have any images that you would like to be included in your logo? This is entirely optional – many logos do not use an image (think again of Coca Cola). If you are interested in looking at possible images for your logo, please see Appendix 2.0.

Yes	Please email images through to your WebCare Project Manager. Accepted file formats for images include: .jpeg, .jpg, .bmp, .png or .gif High resolution images are essential.
No	Please see Appendix 5 if you would like information on sourcing great images.

The Look and Feel of Your Logo/Stationery

How do you want your visitors to **feel** when looking at your logo? Select from the adjectives below.

Cheerful/Happy	Concerned/Serious
Inspired	Sociable
Warm/Relaxed	Energetic/Adventurous
Reflective/Nostalgic	Casual
Forward thinking/innovative	Unique
Elegant	Sympathetic
Other (please specify):	

Select from the words below as to how you think your visitors should perceive the **look** of your logo.

Light	Clean/ Minimalist
Grungy	Fun/Lively
Modern/Contemporary	Feminine
Traditional	Masculine
Formal/Corporate	Personal/ Casual
Urban	Country
Web 2.0 ¹	Funky
Conservative/ Subdued	Child-focussed
Other (please specify):	

¹ The reference to Web 2.0 refers to the look and feel of your design, not the functionality.

Please give us some examples of logos you love:

What colour or colour combinations do you prefer? If you need inspiration, visit kuler.adobe.com

What type of font style do you like (these are examples only). If you need inspiration, visit www.dafont.com

	Serif
	Sans Serif
	<i>Handwritten</i>
	<i>Olde worlde</i>
	Contemporary
	Other (please describe below)

Is there any other design info you can provide us that might help us to capture the look you are wanting?

Appendices

Appendix 1.0 –Supplying Images

Important Points to remember when supplying images to WebCare:

You must have permission to use the images. If you have any doubts regarding image ownership please contact your WebCare Project Manager.

Do not supply images *within* another document, such as a Word document. Images supplied this way are generally very poor quality and require additional work for the WebCare development team.

Accepted file formats for print-ready images* include: .jpeg, .jpg, .bmp, .png, .gif (preferably for illustrations/drawings not photos). Please make sure the images are “high resolution”, otherwise they may not print satisfactorily.

Illustrations are probably a better option for logos than photos. The most suitable type of illustration for print is a “vector” image (as this will resize to any size without a loss of quality).

Appendix 2.0 – Stock Image Libraries

If you would like to find some great images, have a look at <http://istockphoto.com>. It has more than 4 million images with an expansive Search function. You can isolate your search to just “illustrations” – so that you don’t have to search through thousands of photos.

If you are using istockphoto, then you can also just send use the file number of the image you want and we will download it for you (the cost is \$3 per credit – most illustrations are 10 credits – so \$30). We will use a “watermarked” version for the initial concepts – so you can see what it will look like before we buy it.