LOGO DESIGN BRIEF WORKSHEET /brand analysis

1 What does your company do? (This is your *Value Proposition*)

2 What BHAG (*Big Hairy Audacious Goal*) is your startup seeking to achieve?

3 Whom are you catering to? (Think of the REAL audience. You might, i.e., be selling a service for kids, but the real decision makers would be mom and dad).

4 What are you giving them (those you’re catering to) that they will definitely benefit from?

5 If your startup were a person, who would it be? A serious scientist? Gandhi? Lady Gaga? Han Solo? James Bond? Ren? Conjure up the most representative character and write it down. Then define her/his **tone of voice** (i.e., formal, casual but respectful, youthful, classic, bold, funny yet compassionate) and indicate it, too.

6 In one sentence, what do you want your clients to think about you? (don’t make it sound like marketing talk; say it like you’d tell it to a friend, “you gotta check out this stuff because….”).

LOGO DESIGN BRIEF WORKSHEET / executional considerations

A Pick three existing logos that you love (from any type of company) that evoke the same vibe and share the same look and feel you envision for your startup’s visual identity. In one sentence, please describe why you love them.

B Pick three existing logos (from any type of company) that have nothing to do with how you envision your startup’s visual identity. In one sentence, please describe why they wouldn’t work for you.

C Pick three existing logos from competitive companies that do what you do (competitors), to make sure you don’t look just like them. If, however, there’s an aspect of those logos you’d like to emulate, clearly state so.

(OPTIONAL) Are there any mandatory elements that you absolutely need, or that you do not want as part of your logo? Is this non-negotiable?