SCITENT™

Creative Brief.
Logo Design & Branding.

On the next few pages you will find a briefing form regarding your company and/or product and the project. Fill it in as accurately as possible. The information provided in this brief will help us properly evaluate and execute your project.

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PROPRIETARY AND CONFIDENTIAL

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ABOUT THE COMPANY

01. What's the name of your company/product?

02. In which business sector does your company operate?
e.g. nonprofit, healthcare, technology, etc.

03. Describe your company's business.

04. What products/services does your company offer? Describe them.

05. What channels does your company use to contact potential clients? Print ads, social media, web ads, direct, etc.

06. Who are we talking to? Audience demographic, psychographic, and relevant behavioral information.

07. What reactions are desired when your target audience meets your brand?

08. List brands competitive towards your brand (with links to their websites). Are they your direct competition? How do their actions affect your brand? Take into consideration direct/indirect and local/global competition.

ABOUT THE PROJECT

01. Project range.

- [x] **Logo**
- [ ] **Rebranding**
- [ ] **Logo + Brand Guide**
- [ ] **Upgrading Existing Logo**
- [ ] **Full Branding System** (Logo, brand guide, stationery, website, etc.)

02. Company or product name which will be a part of the logo? Include lower and uppercase letters.

03. Slogan/Tagline? Will the slogan will be a part of the logo or will it be optional?

04. What style of logo?

- [ ] **Word Mark**
  Organization name in a stylized type/font becomes the logo.
- [ ] **Letter Mark**
  Letters/initials from your business name are used to create a logo.
- [ ] **No Preference**
  Designer's choice.
- [ ] **Pictorial Mark**
  An image or shape that is easily recognizable is used to represent your business.
- [ ] **Emblem**
  Organization name enveloped by a pictorial element or shape.
- [ ] **Abstract Mark**
  An abstract shape or symbol is used to convey the values of your business.
- [ ] **Character**
  A character or mascot to represent your business.

05. Main Mediums? Where will the logo be used? File formats, jpg, gif, png, eps, pdf, etc.

06. Logo Characteristics. Feminine, young, luxury, modern, playful, loud, refined, simple, subtle, masculine, mature, economical, classic, serious, quiet, complex, obvious, spatial, dynamic, retro, technical, futuristic.

ABOUT THE PROJECT

07. Logo Color. Preferred colors, colors to avoid?

08. Mandatory Elements? Define any mandatory requirements or legal considerations including legal trademarks, copyrights.

09. Logos which you like or dislike? Why these? Explain briefly and provide URL.

10. References and inspirations. List website addresses, which can be used as benchmarks or which reflect the way you imagine your project to look like.

11. Desired date of completion? When would you like to see your brand launch? Specific key dates.

MATERIALS NEEDED IN BRANDING SYSTEM

01. Office Supplies.

- [ ] **Business Cards**
- [ ] **Document Folders**
- [ ] **Pens**
- [ ] **Letterhead**
- [ ] **Binders**
- [ ] **Document Templates**
- [ ] **Envelopes**
- [ ] **Notebooks**
- [ ] **Forms** sales form, return form, etc.

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02. Promotional Materials.

- [ ] **Catalog**
- [ ] **Billboard**
- [ ] **Door Hangers**
- [ ] **Brochure**
- [ ] **Cups**
- [ ] **Decals**
- [ ] **Leaflet/Flyer**
- [ ] **T-Shirts**
- [ ] **Bags**

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03. Brand Experience.

- [ ] **Advertising Campaign**
- [ ] **Tradeshow/Event**
- [ ] **Product Launches**
- [ ] **Web/Interactive**
- [ ] **Email Marketing**
- [ ] **Mobile Marketing**
- [ ] **Packaging**
- [ ] **Social Media**
- [ ] **Video/Motion Graphics**

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04. Other. Any other needs not listed above.