

Business name:	<input type="text"/>	phone:	<input type="text"/>	vat:	<input type="text"/>
Adress:	<input type="text"/>	mail:	<input type="text"/>	date:	<input type="text"/>
person of reference:	<input type="text"/>	contact:	<input type="text"/>		

CLIENT

Describe who you are, what market you are in, and what you are dealing with your company.

HISTORY

Tell your designer the story of the brand you want to illustrate. It's important for him to know what that name is, how it was born, which people created that reality or that product. The more details you provide, the more it will have elements to provide an identity specify to your brand.

COMPETITORS

What are the other brands that work in your market? List at least 3 so that the designer can create one visual map to place the logos of your competitors and find a differentiating graphic solution.

VALUES AND QUALITY

What are the values and qualities that belong to your brand and that the new project must represent?

BRAND POSITIONING STATEMENT

Write your Brand Positioning Statement. What is BPS? It's a sentence, an affirmation that defines the identity of your brand. You can compose it using this scheme:

[brand name] allows [ideal customer] to [result]
through [differentiating element].

TARGETS

Why do you need a new logo? Do you have to present a new product?
Have you founded a new company? You have to renew a brand already existing?
Explain to the designer what the objectives of your new project are.

CUSTOMER TYPE

Describe your typical client in a few words.
Who is, what he likes, where he lives, provide the designer with all the information to know the potential customers for which it is intended the project to be implemented.

BRAND IDENTITY

How are you perceived by your customers today?
How would you like to be perceived tomorrow thanks to the new project?

PROJECT

Describe the project you want to achieve.
Is this a new logo?
A renewal of the brand?
A brand for a new product?
A catalog?

EXPECTATIONS

What do you expect from the new project?
This question is very important because it describes what you want.
Report at least one example of what you think works, and a example of what you think is not functional to your purpose.

NOTE

Do you want to add information?
Would you like to indicate a project budget?
Do you have a maximum delivery date?
Do you already have any ideas for the project?
Do not hesitate, indicate it to the side and possibly send us the images and / or documents you have already prepared.