

LOGO DESIGN BRIEF

Designing a logo is all about the details. Please answer as many questions as you can:

The logo

- What words or letters do you want included in your logo? **D & L**
 - Provide five adjectives to describe your logo. Colourful, Professional, Child-friendly, Soft, Bold
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Tell me about your company:

- The logo is for a children's ward in an NHS (UK) hospital. The children's wards used to be two wards called dolphin and lion. We have now merged and become one ward. Unfortunately we can not change the name, and our now known as Dolphin/Lion children's ward.
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Goals and Objectives:

- I want the logo to be used for a new charity we are starting for the children's ward, and to be used for staff sweatshirts, information leaflets etc.
 - Give the two wards a combined identity
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Describe what you want designed:

- A dolphin and a lion, the letters D & L (in that order). Possibly a paw instead of a lion. Similar themes to lion king.

Who is your target audience?

- Children(patients) and their families.
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Tone & Image:

What tone and imagery will be most effective, specific visual goals? Cartoony and simplistic

What colors would you like to see in your logo? (It is usually best to stick to one or two colors):

- Bold yellows (Lion colours)
- Soft and calming blues (Dolphin colours)

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- If your logo was a celebrity, who would it be? Robin Williams
 - How important is this project to you on a scale of 1-10? 10.