

# LOGO DESIGN BRIEF

Let's make a logo! But first, some light reading:

<http://www.smashingmagazine.com/2009/08/26/vital-tips-for-effective-logo-design/>

<http://www.smashingmagazine.com/2009/06/25/10-common-mistakes-in-logo-design/>

**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? **Bergman Duck Races**
  - Do you have a tagline? Do you want it to be included in the logo? **No**
  - Provide five adjectives to describe your logo. Some examples are below. **Simple, Classic, Fun, Funny, Grand**  
(Feminine, Masculine, Young, Mature, Luxury, Economical, Modern, Classic, Playful, Serious, Loud, Quiet, Simple, Complex, Subtle, Obvious)
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## Tell me about your company:

- Explain what your company / organization is and does. **For an annual event/party**
  - How are you different than your competition?
  - What are the benefits of your product/service?
  - What attributes of your business / organization would you like your logo to reflect?
  - How do you intend to market your company?
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## Goals and Objectives:

- What do you want to happen as a result of this project?
  - Identify long-term and short-term objectives. **I want to put this logo on shirts and other items**
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## Describe what you want designed:

- Describe your aims and requirements in detail here — the more specific, the better. Tell the designers what is required, but also let them know where they're free to be creative. **I think it would be cool to have a cartoonish Duck and some checkered flags, but please be as creative as possible. At the event ducks race each other, there is drinking and friends having fun**
- What key pieces of information / copy need to be included?

- Include any images, sketches, or documents that may be helpful.

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### **Competitors Design**

- Use [Google](#) to search for similar designs that you like, include at least (4), explain why you like them and what to include / exclude in your design
- Do the same exercise but look for (4) competitors designs that you DO NOT like and explain why.

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**Who is your target audience?**

- Who are you trying to attract with your marketing message? Be specific.
- What is the overall message you want to convey to your target audience?

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**Tone & Image:**

Funny / Casual / Formal / etc. What tone and imagery will be most effective, specific visual goals?

### **Funny and Casual**

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**How will success be measured?**

- Number of leads generated?
- Will you be measuring your goal (see above) by the number of sales made?
- Or something else?

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

- Red: Passion, Anger, Vigor, Love, Danger
- Yellow: Knowledge, Energy, Joy, Intellect, Youth
- Green: Fertility, Wealth, Healing, Success, Growth
- White: Purity, Healing, Perfection, Clean, Virtue
- Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool
- Black: Fear, Secrecy, Formal, Luxury
- Purple: Royalty, Wisdom, Spirituality, Imagination

- Orange: Creativity, Invigoration, Unique, Stimulation
- Gray: Balance, Sophistication, Neutrality, Uncommitted

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Below you see different 'genres' of logos. Please pick one that suits your design needs.



#### ☐ Word mark

Your company name in a stylised type/font becomes the logo.



#### ☐ Pictorial mark

An image or shape that is easily recognizable is used to represent your business.



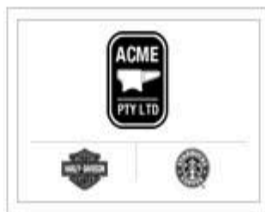
#### ☐ Abstract mark

An abstract shape or symbol is used to convey the values of your business.



#### ☐ Letter form

Letters/initials from your business name are used to create a logo.



#### ☐ Emblem

Business name enveloped by a pictorial element or shape.



#### ☐ Character

A character or mascot to represent your business.



#### ☐ Web 2.0

Representing trends from the internet including gradients, rounded corner etc.

lastly:

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