

# LOGO DESIGN BRIEF



## ABOUT YOUR BRAND

**Business name:** .....

**Tagline:** .....

**About your business:** .....

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**Goals:** .....

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**Target audience:** .....

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**Competitors:** .....

## DESIGN PREFERENCES

**Type of logo:** .....

**Design personality traits:** .....

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**Colors:**

**Primary**

Color name .....

Hex code .....

**Secondary**

Color name .....

Hex code .....

**Font selection:** .....

## PROJECT SCOPE

**Delivery date:** .....

**Number of revisions:** .....

**Your contact info:**

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