

### **Logo Creative Brief**

1. Describe your company as you would to someone who you just met with no prior knowledge of your business.
2. Does this description depict how you would like your business to be known?
3. How do you think the public perceives you?
4. Who is the target that you are trying to reach?
5. What makes your business different from your competition?
6. What is the strategic mission for your business?
7. What are your company's greatest strengths/attributes?
8. What are your company's greatest weaknesses?
9. Where will your company likely be in ten years?
10. What is most important to you in terms of your image?
11. What do you currently use to visually reflect your company?