**CREATIVE BRIEF FOR LOGO DESIGN**

**Dear sirs, please fill out this brief as detailed as possible and answer all the questions because it impacts directly the quality of our collaboration and the final result. Thank you in advance!**

1. Date:

2. Client (Company):

3. Product name:

4. History of Trademark:

5. Reasons for development – please choose one of the options:

- creating a new product

- redesign of an existing product

6. Product USP – Unique Selling Point (key features of your product and how it is different from the competitors):

7. Product status – please choose one of the options:

- economy

- middle

- upper middle

- premium

- ultra premium

8. Target Audience, its key features (sex, age, income level, hobby, life style):

9. What impression should the consumer get about your product?

10. Barriers and cliches in the mind of customers we have to overcome:

11. Main competitors:

12. Please attach existing logo design examples you prefer:

13. Additional requests:

Спасибо!