



Branding Creative Brief

A. About your organisation

Please fill in this form in as much detail as possible. Attach any documents or screenshots relevant.

Organisation's mission statement

Services / products provided

Insert any relevant product/service information here – why it's different from anything else on the market
What is unique or exclusive about your products? Why do people choose your products above your competitors'?

History of the organisation

Insert any relevant background information of company. Describe what your company does. How long have you been in business, how many employees, geographic spread, etc.

B. Vision and objectives for your brand

What is your vision for your new brand?

What do you want your new logo and brand to communicate?

Please write out the logo name exactly as you'd like for it to appear in the design

For example Limeshot Design Pty Ltd; Limeshot Design; or just Limeshot.

Do you have a short tag line you will sometimes use, when appropriate, with your logo?

What are your new logo's foreseeable uses?

How is your new logo to be used in the foreseeable future? Select all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Website |
| <input type="checkbox"/> Stationery | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Marketing Collateral | <input type="checkbox"/> Stencils / Stamps |
| <input type="checkbox"/> Engraving / Thermography | <input type="checkbox"/> Letterpress |
| <input type="checkbox"/> Embroidery | <input type="checkbox"/> Other |

C. Target audience

Be as specific as possible about the target audiences for your brand. Provide as accurate a breakdown of the demographics as possible, e.g. gender, age groups, location (state, national, international, rural, city), interests.

D. Project management

Explain the management structure within your organisation for building the site

Who are the decision-makers, their respective roles, internal decision-making procedures.

Detail your expectations re project status reports

- how frequently you want to meet with the designers
- what is expected by way of reports
- how disputes are to be resolved

E. Background to the project

Provide any relevant history of the project and/or the organisation that would assist designers to understand people and content sensitivities, schedule, design, aims of the organisation etc.

F. Design preferences

Describe any existing brands the new logo and branding should work with

Does the new brand need to complement existing brands (logos, font, colours) or is it a stand-alone one?

Current marketing material

Please list the current marketing material and campaigns that you are actively pursuing at the moment that we will need to make allowances for. Are examples available?

Corporate Style Guide

Do you require a style guide? This would normally include logo usage rules, fonts and PMS /CMYK/ RGB/ hex colours

Yes

No

What style would you prefer for your new brand?

Please select no more than 2 options.

Fresh

Fun & Quirky

Modern

Elegant

Sophisticated

Artistic

Professional

Retro / Vintage

Funky / Youth

Kids / Baby

Natural / Earthy

Eco

Are there any other words you would like to use to describe the required look?

What colours would you like for your new brand?

If web safe or exact colours are required please provide PMS, CMYK or RGB values.

Specify whether any specific imagery or symbols should be used

If there are any specific symbols or images you require please provide them below; alternatively the designers will choose symbols on your behalf, as appropriate.

Fonts

Are there any fonts you would like us to use?

Yes

No

If yes please provide their names below and if they are commercial fonts please email them to creative@limeshot.com

Are there any logos / brands / styles you like?

Please provide URLs whenever possible.

Are there logos / brands / styles you do not like?

Please provide URLs whenever possible.

In your own words

Is there anything else you would like to mention about your design preferences / requirements?

G. Testing and revision

Do you plan to test your new brand (using surveys, focus groups, interviews, direct observation or other form of customer testing)? Over what period will testing take place? – at the beginning, during and/or just before launch?

If changes are required as a result of feedback from the testing, please be informed they are not part of this design project and will be quoted for and charged separately.

H. Project schedule and deliverables

What is the deadline for the log / business cards / any other required brand elements?

EMAIL TO LIMESHOT

About Limeshot Design

Limeshot Design is a one-stop-shop Marketing firm founded by Ema Hoffmann, a MBA-qualified marketing consultant, with more than 10 years experience in graphic and web design, online and offline marketing.

Our mission is simple and ambitious—making outstanding design affordable to businesses of all sizes. We are a group of exceptional associates doing exceptional work.

What We Value

Excellence - Quite simply, we want to be the best at what we do, work with the best solutions providers, and provide the best experience for our clients.

Collaboration - We create a collaborative environment for all our projects; clients are invited to participate as an integral part of the critical decision-making process.

Integrity - We strive to do the right thing, regardless of the situation.

Sustainability - We try to minimize our impact on the environment as much as possible by limiting unnecessary printing & waste, offsetting our carbon emissions and supporting a range of environmental initiatives.

Experience

Our portfolio of work and clients can be viewed online at www.limeshot.com.

Contact Information

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