

How to write a **LOGO DESIGN BRIEF**

Introduction

Your logo is a powerful communication tool for your organisation. Whether you're designing your first logo, or updating your current one, it's important to get it right. You'll need to rely on your design team and their creative skills to get it "right", but you have a big part to play by giving them all the information they need. That is the role of the logo design brief.

At Alder and Alder we have ten questions that we ask our clients, to help us understand the personality of their organisation and the job their logo needs to do. In this short guide we tell you what those questions are and why answering them is important. We hope you find it useful.

1: What's your objective?

What are you trying to achieve? What impact will the new logo have on your organisation? This is the "business case" for the project. It should be a tangible benefit for your organisation - something of real value that you can measure. ("Raising our profile" is too vague. What's the benefit of raising your profile?). The benefit is often a financial benefit, but it doesn't need to be. You need to clearly explain the benefit it will bring, so your design team understand your motivation.

2: What's your product or service?

What is it you do that people pay for? Imagine your design team know nothing about your products, service or (possibly) sector and give them a brief description. They don't need too much detail, but enough to get a basic understanding.

3: What's the benefit of your product or service?

How does your product or service improve the lives or business of your customers? Lots of organisations forget to do this - they just answer Question 2 (above). Explaining the benefits to your audience is really important because this is how you make your products or services relevant to them (and give you an opportunity to stand out from your competitors too - see below). So you need to start that process by explaining the benefits to your design team.

4: What makes you different from your competitors?

Tell your design team what makes you different. This might be aspects of your product or service, like the quality of the materials you use or particular experience you have. But it can also be something about your organisation. You may have a long history in your sector, your geographic location might be distinctive or the way your organisation is structured could be unusual. Don't worry about how or why something is relevant, that's the designers job. You just need to give them the information.

5: Who are your competitors?

Make a list. Tell your design team who your competitors are and any relevant facts about them - biggest in the sector, most similar in size, newcomer etc. Competitors aren't just other organisations that do the same as you. Competition should be considered as anything that your customers might choose instead of you. So if you're a pie maker, your competition could be any other food producer / seller a customer might choose, not just other pie makers.

6: What's your message?

Your logo is, in many ways, your best communication tool, so use it well. It can be so much more than just a label of ownership, if your design team can weave your message into the design. Your "message" is important because it is this "message" that nurtures loyalty in your audience. So tell your design team what your "message" is - what values / belief / purpose do you want your audience to associate with your organisation? It should be something you can describe in a couple of sentences.

7: Who is your target market?

Understanding your target market is the key to success, for any organisation. Your "target market" is the section of your audience that has the potential to bring the greatest benefit to your organisation. (This benefit will often be a financial one, but it doesn't have to be. It's whatever will help you achieve your objective). It's important to recognise that your audience is divided into a number of different categories, each with distinct characteristics, and distinct benefits to you. You want to be sure your logo appeals to your target market, so tell your design team who they are.

8: Where will you use your logo?

This is a practical question, but designing a logo that suits your use will make it far more valuable for you. So describe the various applications you have planned to your design team. Logos need to work across a range of media and at different scales and proportions, but there might be specific applications for your organisation that need to be taken into account. If your logo is used on a lot of signage you might want something bold and simple that is easy to read. If it will be used primarily online you might want something rectangular that sits comfortably in a web banner.

9: What timescale are you working to?

When do you need your new logo? If you tell your design team the schedule you'd like to work to, they can recommend the best approach to meet your deadline. They should also tell you if it's unrealistic and suggest a schedule they think is achievable. With a deadline agreed your design team will be able to recommend a timescale for each of the intermediate stages, prior to completion.

10: What's your budget?

How much can you invest in your logo design? Clients are often reluctant to reveal what they're prepared to spend, but an honest discussion about budget at the outset can get a project off to a good start. When the budget is established your design team should be able to recommend the best approach to make the best use of it. That might mean how to squeeze the most out of a smaller budget, or how to make sure every eventuality is considered on more complex projects with bigger budgets.

If you answer each of these questions honestly your design team will have a comprehensive reference document to give them all the information they need to create the best logo for you.

If you would like to have a chat about how to turn these ten questions into a design brief, you can call us on **07816 870842** or email **jonathan@alderandalder.co.uk**. It would be great to hear from you.