

Embrace Designs - client branding brief



What is the full name of your business?

What is the full name to be incorporated into the logo?

Do you have a tagline? If not, please give an example of what it could be.

A brief history / description of your business:

What is your mission statement? (even a rough idea of one)

What sets your company apart from the competition?

Who is the primary target audience (age / gender / interests)?

How should people feel when they see your branding?

If your logo was a person - describe it's personality:

Do you have an idea of what your logo should include?
(Colours / graphics / style / elements / fonts)

How do you see your business evolving - the bigger picture?

When would you like all the graphic materials finalised by?

Do you have any logos / branding you like as a reference? If so please attach samples on the email and give details and any website addresses below.

Are there any key messages or additional information you would like to add?

Please provide your contact details below: