



THEM APPLES DESIGN

client
address

contact
telephone
brief date
presentation date

BRIEFING QUESTIONNAIRE FOR A *LOGO*

What wording does the logo require?

Is there a strapline?

Who is the logo to be aimed at?

What do we know about them?

What's the single most important thing the logo must convey?

Is there a preferred palette of colours?

What tone would be most most appropriate?

Who are your competitors and what are their logos like?

3 logos we like are. . .

3 logos we don't like are. . .

Other considerations
