

LOGO BRIEF GUIDELINES

Write a brief detailing the following criteria for your logo design:

AUDIENCE - Your brand's demographics

Describe your audience's ages, incomes, hobbies, interests, professions, locations, gender identity, language, marital status, technology use, health/ disability status. etc. Get to know the audience first.

PHOTOS of your demographic

Include three photos (from stock images) of your average audience (actual people). Give them a name and list basic demographic info under/beside each photo. Visualize the audience.

LIST 10 adjectives or descriptive words that embody the brand

Examples are quality, speedy, traditional, home-made, exclusive, sophisticated, approachable, knowledgeable, reliable, premium, chic, upscale, practical, economical, affordable, cutting-edge, pioneering, visionary, classic, timeless, ethical, sustainable, fun, serious, lively, dynamic, trustworthy, etc...Think emotion, lifestyle, values.

NAME your brand

You can use ChatGPT to help with this. Consider bringing together two words to make a new word, or using the values from your adjectives as a start to thinking of the name for the brand. Make it easy to pronounce, avoid complicated spellings or too many words. Think TikTok, Google, Adidas

INCLUDE 5 existing logos in the same/similar genre

Research what has been done. Make notes of color palette(s), shapes, line quality, style, simplicity/complexity, any other visual cues or image associations with the brands

Choose one of these topics for your project:

- No coffee shops, no clothing brands, no personal logos
- New app for ios and android
- Food - restaurant, food truck, bakery
- Specialty store - ex. candle store, kids toys, antiques, etc
- Social media marketing agency (not your own)
- Outdoors - hiking, camping, fishing, biking, etc
- Home furnishings - furniture, interior design items
- Music label
- Non-profit organization - something with a social conscious
- Healthcare - new medication, clinic, health food store
- Online learning platform

Design your brief in Illustrator

- Consider alignment and use your grid and guides
- Use hierarchy to create visual interest using contrast and give text items importance
- Use a Photoshop document to size your photos so they are all the same size, use png's with transparency for the logo examples or remove background in PS

Comp should be 11 x 17 and turned in as a PDF.