Logo Package Design Brief

**Overview**

The primary purpose of this brief is to gather requirements and pertinent data for your logo project. Information from this brief will help determine which designer on the team is the best fit for your project and help them prepare for the kickoff meeting.

Please fill out this brief to the best of your ability and return it (along with any branding or logo inspiration examples) to your project manager or [meghan.hawk@blackboard.com](mailto:meghan.hawk@blackboard.com). Once the brief and examples are received, your logo project will get assigned to a designer and they will be in touch to schedule the kickoff meeting.

**General**

* What differentiates your organization from others? *Answer*
* Are there any inspiring visuals associated with your organization? *Answer*
* What words do you want your community to associate with your organization and/or branding? *Answer*
* Will this logo be: *Please highlight one*
  + Image/graphic based (such as a school mascot)
  + Text based (purely typographic)
  + A combination of an image/graphic and text

**Current Branding**

* Do you have an existing logo or branding materials? If so, please provide examples. *Answer*
* Does the new logo need to be consistent with any other logos or match existing branding? *Answer*
* What do you like/dislike about the current logo/branding? *Answer*
* Do you want to keep any aspects of the current logo/branding or start fresh with an entirely new concept? *Answer*

**Technical Requirements**

* What name or acronym do you want included in the logo? *Answer*
* Do you have a tagline or slogan? *Answer*
* What is your desired color scheme? Please provide specific hex codes or color scheme examples. *Answer*
* Do specific fonts need to be used? *Answer*
* Do you have a preference between slab, serif or sans serif fonts? *Answer*

**Design Style** *Please highlight your preferences on each line*

* Abstract/Simple or Literal/Detailed
* Traditional/Classic or Modern/Clean?
* Fun/Youthful or Serious/Mature

**Design Inspiration**

* Please provide at least 3-5 examples of logos in your preferred style
* Please provide any other examples or materials that you think will help the designer understand your organization and/or vision for the logo project

Design Inspiration Example:

Logo, company name

Description automatically generated