



Brand Identity Creative Brief

Brand Name

Tagline/Descriptor

Brand Story Overview

Purpose

Promise

People

Product/Service

Brand Look + Feel Desired

Brand Colors Desired

Brand Fonts Desired

Favorite Brand Identities and Why

Links To Favorite Brand Identities

Logo Uses

Website

Printed Materials

Social

Favicon/Emoticon

Other

Do you want an icon/mark created as part of your logo?

How many colors do you want in your logo?