

CREATIVE BRIEF

STEPH CALVERT



HEARTS AND LASERBEAMS®

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TELL US ABOUT YOU

We will never share this information with anyone else. Promise. If you'd prefer, email us at atinfo@heartsandlaserbeams.com before filling this out to request a non-disclosure agreement.

Name

First

Last

Email

Address

Street Address

Street Line 2

City

State / Province / Region

ZIP / Postal Code

Country

Phone

Website

Company Name

Company Tagline or Slogan

What's your industry? What do you do?

How do you do it differently from your peers?

What's something you could be doing better?

What are some ways you can help your business through this project?

What are the obstacles you face?

ART DIRECTION & BRANDING NOT

What's the goal of this project?

When would you like this project to be completed?

What are the mandatory design elements in this project?

How would you use the final product?

At least 5 adjectives that describe how customers should feel about your brand:

Do you have any ideas on what your product should look like?

Write adjectives to describe your new logo's style.

If this isn't a branding project, what's your current logo's style? Words like clean, classic, funky, modern etc. is what we're looking for here.

Reference Logos

Tell us 3-5 companies or websites with logos you love. Also tell us 3-5 companies with logos you hate.

What colors should we use?

What colors should we use on this project? If you've got specific color values (CMYK, RGB, Hex #, or Pantones) please share them.

TELL US ABOUT YOUR CUSTOMERS

How old are your customers? Are they male or female?

Where do they shop?

What websites do they visit?

At least three adjectives to describe your customers and/or their personalities:

TELL US ABOUT YOUR COMPETITION

Who's in direct competition with what you do?

How are you different than the competition?

What are they doing better than you?

Additional comments:

NOTES