

# R G B Direct Creative Brief Worksheet

## Project Summary

What type of product or service do you offer?

How long have you been in business?

What do you hope to accomplish with your new identity?

What are your long term goals?

## Audience Profile

Please describe your existing audience:

Who would you like to add to your audience?

## Perception/Tone/Guidelines

What type of logo would you like?

Do you have any colors in mind for your logo? (if so, why?):

Do you have any specific images or icons in mind that you would definitely like to see incorporated into your logo?

## Communication Strategy

What attributes would you like your logo to reflect about your business?

What is your tagline or slogan?

What is the overall message you are trying to convey to your target audience?

Where will your new logo be used?

## Competitive Positioning

Who are your competitors and what do you think about their logos?

List competitive URLs if possible:

What sets you apart from your competitors?

## Targeted Message

State a single-minded word or phrase that will appropriately describe your company: