

LOGO BRIEFING FORM

Welcome to Olipp Creations! We are excited to be working with you! Before we start the design process, we would like to get to know you a bit better and gather some useful information so we can start the creative journey and happily reach the summit together and enjoy the view :-)

ABOUT YOU:

Please include your business name, a contact name and contact details.

ABOUT YOUR BRAND:

Describe your brand, your values and your goals.

DESCRIBE YOUR BRAND STYLE:

How would you like your brand to be perceived? Think of your brand values and explain your design style.

(some examples: mature/youthful, playful/sophisticated, minimal/luxurious, literal/abstract, organic/geometric, natural/contemporary, feminine/masculine, trustworthy/experimental, vintage/modern, modest/grand, delicate/bold, light/robust etc.)

WHO ARE YOUR MAIN COMPETITORS? WHAT DIFFERENTIATES YOU FROM YOUR COMPETITORS?

WHO IS THE YOUR TARGET AUDIENCE?

WHAT IS YOUR LOGO NAME?

DOES YOUR LOGO HAVE A TAGLINE/SLOGAN?

- Make sure you tell us exactly how your logo should be presented: What case do you want the letters in? Does it matter if everything appears on one line or would you prefer multiple lines?
- If your logo has a tagline/slogan, would you like it to be embedded into the logo design or do you want the tagline to be removable?

COLOURS:

What colours do you have in mind for your brand? Any colours you dislike? Or do you prefer your branding to be black and white?

Please continue on the next page →

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INSPIRATION/MOOD BOARD:

If you have inspirational material, please share it with us via email . This can be anything that inspires you and describes the mood of your brand, i.e. photos featuring colour palettes, fonts, logos, textures, colour samples. Feel free to include existing url links below.
Please email to: regi@olippcreations.com.au (Share larger files via 'WeTransfer.com' – Share large files up to 2GB for free.)

WHICH LOGO TYPE ARE YOU AFTER?

Please find below a description of different logo types. If you are unsure about which logo type is best for your brand, Olipp can help out and recommend the most suitable logo type.

1. Wordmark (or logotype): A font-based logo that focuses on a business name alone. Typography plays an important role for this type of logo. Because wordmarks are built using only letters, choosing a typeface that communicates your brand personality is critical. Suitable for new brands which need to get their name out there. Also suitable if you have a distinct brand name. (e.g. Coca-Cola or VISA).



2. Lettermark (or Monogram): consists of letters, usually brand initials, works well for lengthy names. (e.g. IBM = International Business Machines or H&M = Hennes & Mauritz)



3. Pictorial mark: A true pictorial mark is only an image. Because of this, it can be a tricky logo type for new companies, or those without strong brand recognition. (e.g. the iconic Apple logo or the Twitter bird)



4. Abstract mark: An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image it's an abstract geometric form that represents your business. (e.g. Nike swoosh or BP starburst)



5. The combination mark: A combination mark is a logo that uses a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out stacked on top of each other, side-by-side or integrated together to create an image. A great choice for most businesses out there. It's versatile, usually highly unique, and the most popular choice of logo amongst companies. (e.g. City of Melbourne, Qantas or WWF.)



6. Emblem: An emblem logo consists of font inside a symbol or an icon, i.e. badges, seals and crests. Its traditional look is often liked by lots of schools and government agencies.

Well done! Thanks for your time and completing this form.
Olipp Creations will be in touch soon with a quote for your logo design.

Kind regards,
Regi

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