📝 Logo Foundry Design Brief

Let's build something unforgettable together.
Thank you for choosing Logo Foundry — where brands begin with bold, custom design. This design brief is the first step in crafting visuals that truly reflect your business identity, purpose, and vision.

We ask that you complete this form thoughtfully. The more detail you give us here, the less time we'll spend guessing — and the more time we'll spend designing something that fits you. Whether you've chosen a logo, ad, or full website package, this brief helps us align with your goals from day one.

🖨️ Contact Information

Full Name:

Email Address:

Phone Number (optional):

Business or Brand Name:

Website or Social Media:

Which package did you purchase? (check all that apply)
☐ Logo Design ($99)
☐ Ad Impact Package ($199)
☐ Foundry Framework Website ($1,250)
☐ Other: _____

How did you hear about Logo Foundry?

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💼 About Your Brand

What does your business or organization do?

What problem do you solve, and for whom?

What inspired you to start this brand?

What makes you different from others in your space?

Who is your ideal customer or audience?

What's the story behind your business or brand name?

What should people feel when they see your branding?

Choose 3–5 words that describe your brand:

Who are your competitors or brands you admire?

Do you have a tagline or slogan?

Should it be included in the design?

Where will your branding appear?

Are you rebranding from an existing identity?

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🎨 Style & Visual Identity

How should your brand look and feel visually? (check all that apply)

☐ Bold ☐ Elegant ☐ Modern ☐ Classic ☐ Trustworthy

☐ Youthful ☐ Artistic ☐ Corporate ☐ Playful ☐ Minimal

☐ Natural ☐ Friendly ☐ Luxurious ☐ Clean ☐ Quirky

Preferred color(s):

Any colors to avoid?

Preferred font style(s):

Design styles you do not want:

Symbols, icons, or imagery that are meaningful to you:

What kind of visual mood or environment should your brand evoke?

What feelings or values should your branding communicate?

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🔍 Inspiration & Uploads

List a few logos, brands, or websites you like — and why:

Do you have a mood board or Pinterest link?

Are there existing brand assets we should consider or match?

Upload anything helpful: logo drafts, product photos, screenshots, etc.

🌐 Website Design (if applicable)

What's the goal of your website?

Pages you need:

Do you have content and images ready?

Do you have a domain and hosting already?

Required features:
☐ Contact form ☐ Booking calendar ☐ Gallery
☐ Blog ☐ Online store ☐ Social media links ☐ Newsletter signup

What websites do you admire and why?

What are the top 3 things you want visitors to do when they visit your site?

Do you need help with writing or sourcing content?

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📣 Ad Design (if applicable)

What are you promoting in this ad?

Where will the ad appear?

What's the primary message or offer?

Do you have ad copy or a headline in mind?

What's your call-to-action?

What tone should the ad reflect?

What's the unique value or result you're offering?

Are there size or format requirements we need to know about?

Are there brand rules or guidelines to follow?

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📦 Project Logistics

What is your ideal project timeline?

Do you have a hard launch or deadline?

Preferred file formats for final delivery:
☐ PNG ☐ JPG ☐ PDF ☐ AI ☐ SVG ☐ Other

Would you like a full brand style guide included?

Will you need ongoing design support after this project?

📝 Final Notes

Is there anything else you'd like to share with us before we begin?

⚠️ Disclaimer

Please note: If your responses to this brief request services, features, or deliverables beyond the scope of the package you selected, we may provide an estimate for those additions before proceeding. No extra charges will be applied without your written approval.

We're excited to work with you — let's bring your brand to life!