



Lance LeBlanc

DESIGN + ILLUSTRATION

Creative Brief Form

Q&A

PLEASE FILL IN FORM BELOW

What is your business name?

Do you have a tagline, slogan or motto?

What is the core business/mission of the company?

What graphic deliverables are needed?
(logo / t-shirt / flyer etc.)

Share a single phrase that communicates what makes your company unique.

Who are some alternatives in the market, and how do you differ from them? List your competition.

Send us 3 or 4 good links to look over if possible

What is the single most important character trait of your company? How would you describe your company's desired personality? Anything else we should know? Any aspects of your business or cliches that should be de-emphasized or avoided in your brand identity?

Objectives & Target Market?

What vibe are you trying to convey with this brand?

Who is your audience, demographic?

Preferences & References

Would you prefer something hand-lettered or use an altered font?

Will there be any secondary marks to accompany the main logo - i.e - monogrammed letters for a ball cap, etc.?

List links to things you love. This helps me read your mind!

Brand Nouns (person, place or thing)

What nouns best describe/represent your company?

List at least 10 nouns that could symbolize your company.
