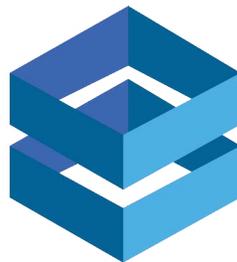


# BRANDING

# Creative Brief



**SMARTWEBCANADA**

smart websites, smart technology, smart people

[www.smartwebcanada.com](http://www.smartwebcanada.com)

# Design Brief

We begin each project with a briefing process to clearly identify your objectives and expectations. The briefing process gives us the best chance of producing work that fulfils your expectations. This document outlines the details that we seek during the designing process.

## Contact Person

Name:

Phone:

Email:

## Office Information

Practice Name:

Doctors:

Office Address:

City:

Province:

Postal Code:

Phone:

Fax:

Email:

**What name do you want in your logo?**

**Do you have a slogan you want incorporated in your logo?**

**What is your vision for your brand?**

What do you want your new logo and brand to communicate?

**Describe what your practice does and its target audience.**

**Services provided.**

**Chose up to 3 logo types you would like explored.**

Work Mark

Pictorial Mark

Abstract Mark

Letter Mark

Emblem

Character

**What values should your logo communicate?**

Feminine

Masculine

Young

Mature

Luxury

Economical

Modern

Classic

Playful

Serious

Loud

Quiet

Simple

Complex

Subtle

Obvious

**Do you have any specific colours in mind?**

*Common associations in Western culture*

Red: Passion, Anger, Vigor, Love, Danger

Yellow: Knowledge, Energy, Joy, Intellect, Youth

Green: Fertility, Wealth, Healing, Success, Growth

White: Purity, Healing, Perfection, Clean, Virtue

Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool

Black: Fear, Secrecy, Formal, Luxury

Purple: Royalty, Wisdom, Spirituality, Imagination

Orange: Creativity, Invigoration, Unique, Stimulation

Gray: Balance, Sophistication, Neutrality, Uncommitted

**Who is your target audience?**

Be as specific as possible about the target audiences for your brand. Provide as accurate a breakdown of the demographics as possible, ( e.g. gender, age groups, location, interests, etc.)

**Is there anything else you would like to communicate to the designers?**

**Do you have any example logos you like?**

**Do you have any images, sketches, or documents that might be helpful?**  
(eg. current logo, photos, illustrations, content, layout idea, etc)