

10 TIPS...

Briefing Your Graphic Designer For A Successful Logo Design

As it is highly important that your logo and corporate identity design portrays the right message in order to successfully reach your target market, I have offered some useful advice on how to correctly brief your graphic designer to achieve this.

- 1** Give a general overview about your company, including the services/products that you provide and your niche market etc... This doesn't have to be too in-depth, but just enough for your graphic designer to gain an understanding about what your business has to offer.
- 2** Identify your target audience, taking time to be as specific as possible. Think about factors such as gender, age, social background. Your logo and corporate identity should be created specifically to appeal to this audience.
- 3** State your unique selling point (USP) that makes you and your company different from your competitors.
- 4** Identify your close competitors and include aspects of their corporate image which you like and dislike. Think about how they are communicating with your target market and take a note of things that work well.
- 5** Identify your future aims and objectives giving a good indication as to where your company will be within the next 5 years. This will help to ensure that your graphic designer creates a logo and corporate identity design that will not become out-of-date as your business grows.

- 6** Specify any colours that you feel best represent your business. Your graphic designer will use this indication along with their own design knowledge to create a unique colour palette that sends out the right message to your target audience.
- 7** Specify any images or symbols that can be associated with your business. Don't just think of the obvious but try to come up with ideas that are different to your competitors.
- 8** State any words or phrases that you would like to be associated with your business. Also, include any words or phrases that you would not like to be associated with.
- 9** Clarify your time-scale for the completion of the job. Your designer can then point out any restrictions that may occur.
- 10** Give an honest idea of your budget for stationery. This will give your designer a greater understanding as to what processes and finishes would be most suitable for you.

By following these 10 tips you can equip your graphic designer with all the knowledge that they require in order to receive the best possible outcome for your logo and corporate identity design.

If you would like to speak with me regarding your logo design please call me on;
0113 368 3719 or **0777 241 2988**.

Alternatively you can send me an email to;
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