

**PIXEL
CATCHER**



**LOGO DESIGN:
WRITING A
KILLER BRIEF**

NAILING THE BRIEF

Every good logo begins with a clear brief!

If the brief is weak, it doesn't matter how good your designer is, the logo will never be right. So it is up to you, the client, to write a killer brief that kicks off the creative process!

Work through the four questions that follow, and write the answers down in stone - these will be the foundations of the design.

Remember, it's called a brief for a good reason, keep it to 1-2 pages!



NAILING THE BRIEF

WHAT'S THE LOGO FOR?

Your designer probably doesn't know much about your brand, so you need to give them a snapshot of your business or product (whichever is relevant). This will help them tailor a solution to fit your brand perfectly.

Answer these questions in a punchy paragraph:

What do you do, why do you do it, how did it start, and what makes you different from others in your field?

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NAILING THE BRIEF

WHO'S YOUR AUDIENCE?

Your designer isn't designing the logo for you, they're designing it for the people you want to attract to your brand. Think about who your ideal audience is, and give them a short character profile (one paragraph!). If you're targeting both males and females, does it lean more one way? If not, create two profiles.

Here's some points you could use in your character profile to really bring them to life:

Gender, age, where do they live, what do they do for work, what are their hobbies, are they single?

This one might seem like a silly exercise, but visualising your audience like this will reinforce who you're creating the logo for. Give them a name for ease of reference.

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NAILING THE BRIEF

WHAT DO YOU WANT TO SAY?

Now that you have your character profile, what do you want to say to them through the logo design?

Choose three buzzwords that communicate what you want to say about your brand

This is the part that gives your logo its soul. After all, the primary purpose of a logo is to **identify** your brand in the strongest way possible. By using it to convey a certain message, you strengthen your brand's identity.

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NAILING THE BRIEF

HOW WILL IT BE USED?

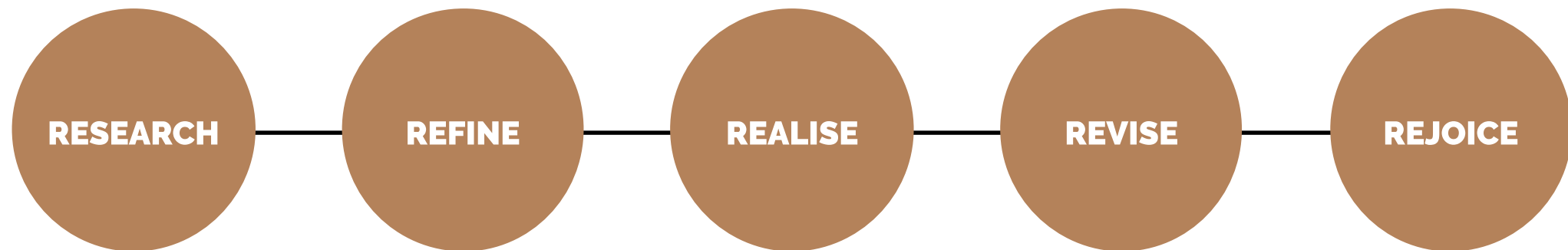
A good designer knows that the true test of any logo is its **scalability**. It needs to remain legible and identifiable at all different scales, from favicons to billboards!

Think about where you want to use your logo, this will be an important factor in the design process.

WHAT NEXT?

You've put a lot of effort into writing an amazing brief, so what happens now?
It's time to hand the brief over to your designer, and let them do what they do best.

All designers have their own process. Here at Pixel Catcher, my process is called the Five R's.



Read on to find out more...

MY PROCESS

RESEARCH

I take your brief, which has outlined all the goals the new logo has to hit, and research similar brands in the industry to see what's already been done and what's already successful.

Quite often this stage creates some inspiration as jumping off points too, and also highlights anything that should be avoided and perhaps has been done to death. After all, you want to stand out from the crowd!

MY PROCESS

REFINE

I create three **stylescapes** to narrow down the direction we'll go with the design. Stylescapes are a collage of curated images to give you visual guide of where the design is headed.

You get to choose which stylescape we follow, and the compass is set accordingly!

MY PROCESS

REALISE

I bring the idea to life based on the stylescape you chose. Quite often, I'll start with pencil and paper, sketching out rough concepts, before picking up to three that I'm happy with.

I then take those concepts and design them up digitally in high quality. Once done, I like to step away from them for a while and come back with fresh eyes. I'll then tweak as necessary until the perfectionist in me is satisfied!

MY PROCESS

REVISE

At this stage, I present my designs to you. With your brief and goals in mind, you are encouraged to pick one that you feel best meets the criteria, and request any revisions you might have, if you feel there are improvements to be made.

I will always offer my opinions to aid your decisions, based on what I believe most fits your goals, but the final choice is always yours.

MY PROCESS

REJOICE!

Now that you have a logo you're happy with, and meets all your criteria, I'll deliver the final logo in all the formats, sizes, and layouts you need. We're all done!

Are you looking for a designer? Contact me today for a free consultation
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