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**LOGOS
BRANDING
VISUAL IDENTITY
GRAPHIC DESIGN
CORPORATE IMAGE
LOGO BRIEF CAPTURE**



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Kieran takes a unique approach, diving deep into the story that made you, you. What's the story behind your thriving business that has led you to invest in logo or branding design? In consultation with you, he experiments with a multitude of relevant elements, including your physical environment, your product or service, your mission and values and your USPs. This process means that your resulting brand will have a wealth of meaning to your stakeholders, as well as a beautifully compelling visual design.

- Award-winning Brand Designer
- Over 20 years graphic design experience
- UK & International logo design experience
- Unique passion for creative ideas grounded in integrity
- Brand design that connects on a human level
- Tools and advice on applying your brand graphics
- Intense and committed focus on few, high-quality projects at any time
- Use elements of your story & environment to create a brand that MEANS something

Logo Brief Capture

Business Details

Business Name:

Email:

Website URL:

Logo & Brand ID Information

Logo Wording

Please detail exact wording for the logo. ie for Coke its Coca-Cola.

Tag-line

If you have an existing tag line, which needs to form part of the logo, then please enter this here.

If you don't have a tag line, then I'd strongly recommend that we work on creating one for you. A good tag line can often form the platform for the visual direction of the logo.

What is your Brand all about?

This is where I need you to be descriptive and detailed as possible.

You need to sell what you do so I can understand, to the best of my abilities, what I am designing a logo and/or brand identity for.

CONTINUES ON PAGE 4

3

The Branding Process

Elevator Pitch

This is a refined and optimised version of above.

Think along the lines of the Elevator Pitch: you have just a minute, or two, to enthusiastically explain, and describe, what your brand is before I exit the elevator.

Positioning Statement/Unique Selling Point

What makes your brand Unique?

What makes your 'thing' different and/or better than your competitors? Or what does it offer that nothing else does?

Your Companies Target Audience

Crucial to know who your brand needs to ideally target, so ensure the best possible uptake.

Aspects to consider: Gender, Age Range, Geographical Considerations, Income Level etc. The more I can understand your Audience, the more I'm able to develop a logo with the correct attributes.

The Branding Process

Reason for Logo Update/Redesign

If you are redesigning your logo, updating it, refreshing it; maybe you're completely starting again in terms of your existing logo and brand identity, then please explain any reasoning/motivation behind this decision.

It is exceptionally important that I understand the reasoning behind any logo or brand update. If you feel it's easier to explain this to me over the phone, instead of writing, then please add that request here instead.

Direct Competition

Who do you compete against?

Please list names, and URL's if possible.

Indirect Competition

You may have competitors that although are not a direct threat, do share some similarities with what you do

Please list names, and URL's if possible.

Premises and Location

Where do you work from?

For example: Office, Home, On-the-Road, Shared Space etc.

Number of Staff

The Branding Process

Logo Usage & Applications

Where and how do you plan to use the logo design?

Some examples, but far from complete: business stationery and promotional literature, internal signage, external signage, vehicle livery, branded clothing, mobile phone application icons, website, large scale commercial advertising (bus shelters, billboards etc)

What style of design inspires you?

If you have a style of aesthetic that calls to you, then please list examples.

Anything else you'd like to share?

If there's something this form doesn't cover, let me know here!

Fill out this form, then send a copy to kieran@harrod.graphics