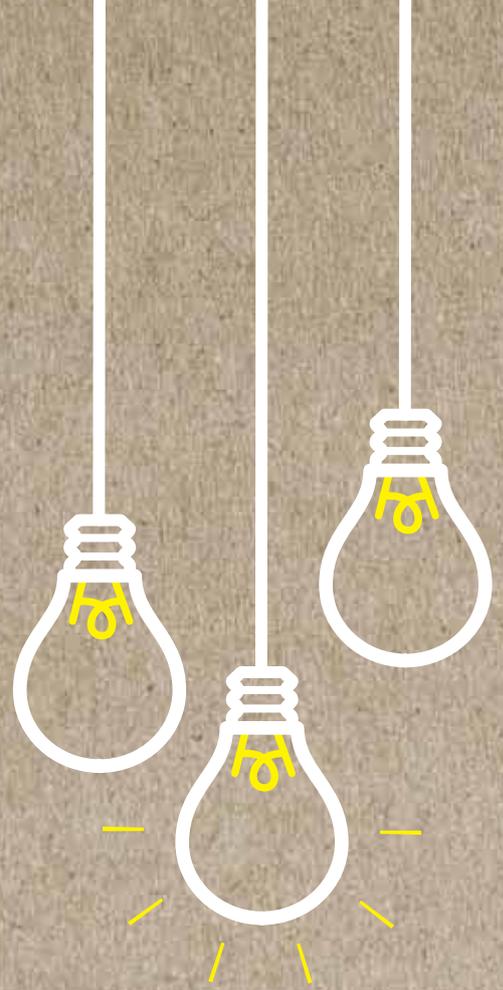


WE'VE GOT
bright ideas
TO HELP BUILD YOUR BRAND



CLIENT DETAILS

DATE

CONTACT

COMPANY

METZCREATIVE.COM.AU



what is a DESIGN BRIEF?

A design brief is a set of instructions given in advance to outline the project to be undertaken. Before the commencement of any design project – a brief must be discussed. The information in this form provides us with essential information for the development of your brand identity.

Please fill out, scan & email the completed form to info@metzcreative.com.au

PRODUCT/SERVICE SUMMARY

What type of product or service are you offering?

Please describe your target audience: (Demographics, Business sector)

CREATIVE DIRECTION

What are the most critical perceptions that you would like your target market to reflect from your logo and branding?
(professionalism, corporate, modern, expensive, comfort, friendly, fun etc)



Do you have a tagline or slogan? Do you want it to appear on your logo?

Do you have any specific imagery or icons you would like to appear within your logo?

Do you have any desired colours you would or would not like included in your logo?

Do you have a preferred style of typography? (e.g. modern, classic, heavy, light, handwritten, etc)

What do you think about your competitors logos? How would you like yours to differ from theirs?

Have you seen any logos/business images that have caught your eye? If yes, please explain why you like them and also attach a sample.



our LOGO DESIGN PROCESS

phase one DISCOVERY & THE CREATIVE BRIEF

The first step in the logo design project is the development of the “Creative Brief”. This is a set of documents that sets forth the client company positioning and specific objectives for the project. The Creative Brief is prepared using information provided by the client as well as further market research to fill in any gaps regarding the competition and target audience. It is an invaluable tool in assuring that the logo design project stays on track, and is executed before any work is done. It will also be referred to, expanded and refined throughout the logo development process.

phase two BRAINSTORMING & IDEATION

After thoroughly researching your business or product, we conduct an internal brainstorming session to develop creative concepts for your logo project based on the information and objectives set forth in the Creative Brief.

Many logo designers today will simply give you a logo that is similar to your competitors logo, without much thought or direction. Metz Creative works hard to give your new corporate identity the direction necessary for it to stand out from your competitors and accurately communicate an established objective. We firmly believe that flying in the face of convention is more likely to provide a unique, creative answer than repeating the same popular images as everyone else. Our goal is to isolate a credible and compelling message that will resonate and reinforce the core values of your company.

phase three CONCEPT DEVELOPMENT & IMPLEMENTATION

Working initially with black and white logo concepts with thumbnail sketches, we begin to develop the logo concepts as set forth in Phase Two. This stage usually involves a lot of experimenting with images and text. Many designers will begin by sketching thumbnails or playing with shapes until something “clicks” and they follow that path to see where it leads- always with your company objectives in mind.

The idea is to come up with something interesting or clever, whether a viewpoint which is different, or an unusual combination of shapes. We will look hard to create a logo for you that is truly unique. We will try to find, & then exploit, some unique aspect of your company or it’s name – perhaps to give a cliché twist. When we are confident that we have fully explored the possibilities with thumbnail sketches, we will choose the top three thumbnails for further exploration on the computer. Often, once we begin playing with it on the computer, the logo begins to take on a life of it’s own.

At this stage, we will address the following:

SELECT FONTS

Different type fonts impart very definite characteristics about the brand name. Fonts are selected that fit with the brand character while considering readability.

DEVELOP GRAPHICS

This may include the development of your brandmark, the symbol or icon intended to represent and complement an aspect of your business or product. Alternatively, it may simply include any shapes and/or lines used as an integral element of the design.

CREATE LOGO CONCEPTS

The selected type font is carefully combined with the graphical elements to create a lockup. A lockup is the final form of the logo concept with all of it’s elements locked in their relative positions. A good lockup will create a sense of cohesion between the elements.

APPLY COLOUR PALETTE

Color(s) are strategically selected to reflect the intended brand attributes. The final colors applied to the lockup of the brandmark and typography ultimately define the trade dress of the logo and your corporate colors.

phase four CONCEPT & DESIGN PRESENTATION

Internally Metz Creative reviews and evaluates the logo concepts developed against the Creative Brief requirements. When overall analysis is complete your initial (Version 1) logo design concepts will be presented to you for approval/feedback.



GRAPHIC DESIGN STUDIO

Studio 2A, 131 Parkers Road
Parkdale Victoria 3195

03 9588 1700
info@metzcreative.com.au

