



Your Logo *Brief* Checklist.

A good logo starts with a good brief. Work through these questions before you speak to any designer - it'll save you time, money and a few rounds of revisions.

BRANDING

GRAPHIC DESIGN

WEBSITES

CONKER.STUDIO

About you.

Your business

- ☐ What do you do, in one sentence?

- ☐ Your business name, exactly as it should appear
Include any strapline you'd like to sit with the logo.

- ☐ Where do you want the business to be in five years?

Your customers

- ☐ Who is your ideal customer?
Age, location, trade, what they care about.

- ☐ Why do customers choose you over someone else?

Your competitors

- ☐ Name two or three businesses you compete with

- ☐ What do you like - or dislike - about how they look?
This is how you avoid ending up with a logo that looks like everyone else's.



Your logo.

Look and feel

- ☐ Three words you'd like people to think when they see your logo

- ☐ Logos you love, from any industry - and why
Screenshots are perfect. Send them over with your brief.

- ☐ Any colours you'd like to use, or definitely avoid?

Where it'll be used

- ☐ Website ☐ Social media ☐ Van or vehicle ☐ Signage
☐ Uniforms ☐ Business cards ☐ Packaging ☐ Merchandise

The practical bits

- ☐ Logo Design - £450 ☐ Brand Identity - £1,250 ☐ Rebrand - from £2,500

- ☐ When do you need it by?
A launch date, a van wrap booking, a new shop opening.

- ☐ Who will sign off the final design?



What happens next.

01

Send me your brief

Email your answers, or a photo of this checklist. Rough notes are fine - I'll ask about anything I need.

02

Get a fixed quote

I'll come back with honest advice and a fixed price. No hidden extras.

03

See two concepts

I design two distinct directions and talk you through the thinking behind each one.

04

Refine and receive

Two rounds of revisions, then your full file pack for print, web and social - yours to keep.

Ready to start?

Send your brief over and I'll come back with a clear, fixed price. Based in Grimsby, working with businesses across North East Lincolnshire.

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