Brief (Brand Name)

I hope that you will take your time to answer each question carefully, because your responses represent a roadmap for me, to success and distinction of the project. Let us start:

- When was your business established?

- What is your business? What services/products do you provide?

- Do you have an old logo and want to develop it? Kindly mention the reasons for the development.

- Kindly give me your concept or idea of the logo that you expect to get.

- What kind of logo style do you prefer? Is it an icon? Or the name itself is the logo? Or am I free to make the right decision?

- If the logo is an icon, what do you want the icon to symbolize? describe it to me

- Kindly write me the name of the brand in the way you want the logo to appear. Will it be in Arabic or foreign? Is there a specific way you prefer to write it?

- What style would you like the logo to appear? Do: (Formal - Traditional - Modern - Simple - Complex - Serious - Fun - Luxurious - Regal - Quiet - Simple - Direct Idea - Indirect Idea)

- What impact or message do you want to leave it to everyone who sees the logo? Please, Describe your vision

- Mention/attach to me logos that you like, except whether they are Arab or foreign - to more understand about the style you like, and the purpose of the question is not imitation and simulation, but rather the style you wish to adopt

- Mention /attach me logos that you don't like except whether they are Arab or foreign - and is there a particular reason why you don't like them?

- Who are your competitors? What distinguishes you from them?

- What colors do you like and prefer to use in your identity?

- What colors do you dislike or dislike? In addition, you do not want to see it in your business.

- What restrictions do I have to abide by? Are there specific recommendations about the result?

- What are the purposes of using the logo? For print or for web or both?

- Who are the target group? Men, women, or both?

- How old is the target group? In addition, what category do you want your logo to target?

- Kindly attach links to your project: a website, social media pages, Google Drive files, or anything that would help me understand your business more.

Thanks for your cooperation.