



# Article Side

How to Compose a Creative Brief for Your Company's 2 Letter Logo Design? by [Tammy Becker](#)

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Whether it is a newly established business or an old one, you need to create a logo design for your brand that will make the customers walk right in. So, it wouldn't be wrong to say that your business symbol is an investment instead of an expense.

Since a business mark will remain with you for a long time, it is better to treat it as an investment and get a professional designer to help you out instead of trying to create it on your own.

But before approaching a pro, make sure that you have made the critical decisions about your company's 2 letter logo design so that you have a clear idea what you want.

For that you need to prepare a creative brief that should consist of the following details:

## 1. Background And Information Of The Company And Products:

Your creative brief should mention the background, vision, mission and values of your company and the products so that the designer has a clear view of the nature of company he is working with.

## 2. Main Competitors:

Mention your main competitors so that the designer will have a chance to understand what he is competing against.

## 3. Target Audience:

Who is your target audience? This is an important piece of information for the designer as he will craft the symbol according to the audience you want to attract. The colors, patterns, images and concept of the emblem will be based on this very important factor.

## 4. Communication Strategy:

Where will your business mark be used? Mention the mediums so that the designer can craft accordingly. For example, if the symbol is being designed only to be published on your billboard, then it would be designed differently than how it would be designed for your stationary and other items.

## 5. Preferences And Dislikes:

If there are certain colors, designs or patterns in your mind that you would like to be mentioned in your trademark then it is better to list them down for the designer. This will give an easy guide for him to work on. Along with that if there are certain components that you personally dislike then it is better to mention that as well to save your time and effort as well as your designers.

For example, do you want it to be a two letter symbol or a 3 letter logo? Any particular company values that you want accommodated in the design?

## 6. Project Limitations:

It is better to mention the limitations of your project before things go any further. That way the company and the designer can be on the same wavelength regarding the project. The two important things that you need to mention here are

a. Timeline:

Your business symbol should be prepared before the launch of your project. This should be one of the first things that you communicate to the designer.

b. Budget:

Don't hesitate to mention your project budget in the creative brief. This will avoid complications in the future.

Hence, follow these above mentioned details and create a creative brief for your corporation that will help you to get a graphic designer in no time.

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