*Бриф на разработку логотипа*

**Общая информация**

|  |  |
| --- | --- |
| Название организации: |  |
| Контактное лицо: |  |
| Контактный телефон: |  |
| Контактный Email: |  |
| Форма оплаты: | * Наличный расчет * Безналичный расчет |
| Прогнозные сроки выполнения проекта: |  |
| Бюджет проекта: |  |

**О вашей компании**

|  |  |
| --- | --- |
| Что вы продаете? | * Товары * Услуги * Товары и услуги |
| Ваша целевая аудитория: | * В2С * В2В |
| Ваше позиционирование на рынке: | * Производитель * Официальный представитель * Дистрибьютор * Другое |

**Стилевые аспекты**

|  |  |
| --- | --- |
| **Список слов**, которые подходят стилистике логотипа: |  |
| **Цветовая гамма** логотипа: |  |
| **Графические** элементы: |  |
| Наличие текста-приписки в логотипе (сайт, слоган, прочее).  Если нужен, то укажите какой: |  |
| **Примеры логотипов**, которые нравятся.  Укажите названия: |  |
| **Примеры логотипов**, которые **НЕ** нравятся.  Укажите названия: |  |
| Укажите язык(и) логотипа: |  |

**Комментарии**

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