Small Business Logo Brief Checklist

Before you contact a designer

Use this one-page checklist to organise the information that helps a designer give you a more accurate quote.

1. Business basics

- Business or project name:
- What do you sell or provide?
- Where do you operate?
- Who is your ideal customer?

2. Your goals

- What should the new logo help you achieve?
- Are you starting from zero, refreshing an existing mark, or fixing a specific problem?
- Where will people see the logo first?

3. Required deliverables

Tick what you need:

- [ ] Main logo
- [ ] Horizontal or stacked variation
- [ ] Social profile icon
- [ ] Favicon
- [ ] Black and white versions
- [ ] Print-ready files
- [ ] Source/editable files
- [ ] Simple colour and font guidance

4. Practical details

- Target launch date:

- Estimated budget:
- Who will approve the work?
- How many feedback rounds do you expect?
- Do you already have a website, packaging, or social media templates?

5. Useful references

Share two or three examples of brands you like, but explain what you like about them: colour, simplicity, type, shape, tone, or industry fit. Also mention anything you definitely want to avoid.

What to ask before ordering

1. How many concepts are included?
2. How are revisions handled?
3. Which file formats will I receive?
4. Are source files included?
5. Can the design work at small sizes and in print?
6. What is the expected timeline?

Ready to discuss your project?

Send this checklist with your project details to grapick.online@gmail.com or start a conversation at https://wa.me/94766966896.