Farm Logo Design Brief Template

A brief template for hiring a designer to create a farm logo, listing what to tell them about the farm, the audience and where the logo will appear.

Farm / unit: _____ Date: _____ By: _____

Farm name and background

Products and customers

Brand values and tone

Where the logo will be used

Style likes and dislikes

Color and font preferences

Examples you admire

Files and formats needed

Budget and timeline

Contact for approvals

TIP Ask the designer who owns the final artwork and which file types you will receive before work begins.