Farm Logo Design Brief

A farm logo design brief worksheet for farmers who hire a designer or work on a logo themselves. It captures the farm's story, style, and practical needs before any drawing starts.

Farm / unit: _____ Date: _____ By: _____

Farm name as written _____

Tagline or slogan _____

What the farm sells _____

Who the customers are _____

Words that describe the farm _____

Colors to use or avoid _____

Logos you like and why _____

Where the logo will appear _____

Designer and deadline _____

NOTES / CALCULATIONS

TIP Hand this brief to your designer along with photos of your signs and packaging so the logo works in every place you will use it.

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