**Design brief for a study logo**

Please complete this form before sending to your chosen logo designer. For support in selecting a designer, please contact your departmental communications manager.

**Contact:**

**Name of study:**

1. **What is the study about? (max 300 words)***Briefly overview the aims of the study and outline the intervention.*
2. **Who are the audience?***Include their age and expected location.*
3. **How will you recruit your participants into this study?***Are you recruiting through NHS sites/online? At what point will your target audience see the logo?*
4. **On what materials do you plan to use the logo?***Include all online/offline media.*
5. **Who is funding the study?**
6. **Do you expect there to be an approval process? Please outline how long you think this might take.**
7. **When do you need the completed design?**
8. **Please outline your initial budget for the logo design:**
9. **If you have any ideas for your logo or other logos you like that might steer the design, please list them here:**