Design Brief

About You
A brief overview about your company/business will help to gain an understanding of the market you're in and therefore provide the best design solutions for you. Mention what you do, how customers currently buy from you and what makes your business unique in the market you're in.

The Brief
Describe your design needs here, try to be descriptive as possible. Some helpful hints below;
◆ What elements are you looking for? For example; a logo, branding package, flyer design, social media assets, information graphics, brochure.
◆ Is it a totally new design or a redesign of something which already exists?
◆ What will the design be used for?
◆ Who are the target audience?
◆ Who are your competitors?
◆ What are the goals for this design? For example, sell more products/gain awareness? Provide information to clients?
◆ What format(s) will you need? Is it print or online? Web or social media?

Budget & Schedule
Providing a budget will help tailor the design services so you get the best benefit for money.
Provide details of deadlines. For example; when you require a first draft and when you want aim for design to be finished and go live.

Style Ideas
It is always helpful to know what styles you have in mind. Provide 3-5 things you've seen which you like, and things you don't like. This helps to understand what direction to take with initial concepts.
Either paste some links/pics here or provide a link to a Pinterest mood board for this project.
Include things like;
◆ Colour palettes
◆ Font styles
◆ Existing imagery in the same market you are targeting

Existing Elements
If you already have a design or brand set up then list here what elements you can provide to enable the start of the design. For example; logo, brand guidelines, colour palette, brand imagery, written content.